



LODGING TAX ADVISORY COMMITTEE
Friday, September 22, 2023 – 8:30 A.M.
Lakewood City Hall, 6000 Main Street SW
Council Chambers (with Zoom option)

A G E N D A

- 1. CALL TO ORDER**
- 2. ROLL CALL**
- 3. PUBLIC COMMENTS**
- 4. APPROVAL OF MINUTES** (Sept 22, 2022 LTAC Meeting)– Page 2
- 5. OPEN PUBLIC MEETINGS ACT**
Heidi Ann Wachter, City Attorney
- 6. 2023 GRANTS STATUS & FUND BALANCE** – Page 12
Dana Kapla, Assistant Finance Director
- 7. GRANT PROPOSAL PRESENTATIONS FOR 2024 FUNDING**

9:00 AM - 9:15 AM	Grave Concerns Association - Page 18
9:20 AM - 9:35 AM	Historic Fort Steilacoom Association - Page 38
9:40 AM - 9:55 AM	Asia Pacific Cultural Center - Page 63
10:00 AM - 10:15 AM	Travel Tacoma - Mt. Rainier Tourism & Sports - Page 100
10:20 AM - 10:35 AM	Lakewold Gardens - Page 170
10:40 AM - 10:55 AM	----- AM BREAK -----
10:55 AM - 11:10 AM	Lakes Cross County Booster Club - Page 209
11:15 AM - 11:30 AM	Lakewood Historical Society & Museum - Page 235
11:35 AM - 11:50 AM	Lakewood Playhouse - Page 262
11:55 AM - 12:40 PM	----- LUNCH -----
12:40 PM - 12:55 PM	Lakewood Sister Cities Association - Page 290
1:00 PM - 1:15 PM	City of Lakewood - Gimhae Delegation Visit - Page 313
1:20 PM - 1:35 PM	City of Lakewood - Marketing Promotion - Page 323
1:40 PM - 1:55 PM	City of Lakewood - SummerFEST - Page 334
2:00 PM - 2:15 PM	----- PM BREAK -----
2:15 PM - 2:30 PM	City of Lakewood - Farmers Market - Page 345
2:35 PM - 2:50 PM	City of Lakewood - Pavillion Concert Series - Page 359
2:55 PM - 3:10 PM	City of Lakewood - Saturday Street Festival - Page 369
3:15 PM - 3:30 PM	City of Lakewood - Fiesta de la Familia - Page 379
3:35 PM - 3:50 PM	Lakewood Chamber of Commerce - Page 389

- 8. GRANT FUNDING DECISIONS**
- 9. OTHER BUSINESS**
- 10. ADJOURNMENT**

Council Chambers is accessible to persons with disabilities. Persons requesting special accommodations or language interpreters should contact Dana Kapla at 253.983.7732 as soon as possible in advance of the meeting so that special accommodations can be made.

Zoom link: Passcode: 504271

<https://us06web.zoom.us/j/83292871183?pwd=N2p3dDczUVdlN0owbENuNUVkaHRlUT09>


Committee Members

Mayor Jason Whalen, Chair
DJ Wilkins, Best Western Lakewood
Jarnail Singh, Comfort Inn & Suites
Dean Burke, Travel Tacoma – Mt. Rainier Tourism & Sports
Linda Smith, Lakewood Chamber of Commerce

City Staff

Tho Kraus, Deputy City Manager
Dana Kapla, Assistant Finance Director

ATTACHMENT: Minutes of Sept. 22, 2022 LTAC Retreat

	<p style="text-align: center;">LODGING TAX ADVISORY COMMITTEE (LTAC) September 22, 2022 - Thursday – 8:30 A.M. Council Chambers (and via Zoom)</p>
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CALL TO ORDER

Chair Mayor Jason Whalen called the meeting to order at 8:44 a.m.

ROLL CALL (Committee members announced their presence)

Members present: **In person:** Lakewood Mayor Jason Whalen, Chair; Chelene Potvin-Bird, Vice President of Sales & Servicing/CEO - Travel Tacoma; DJ Wilkins, Comfort Inn and Suites

Members arriving after roll call: Linda Smith, President/CEO - Lakewood Chamber of Commerce and Jarnail Singh, President - Comfort Inn & Suites.

Members Absent: None

City staff present: Dana Kapla, Assistant Finance Director; Jennifer Posalski, CED Office Assistant.

PUBLIC COMMENTS - None.

MEETING MINUTES APPROVAL - The motion to approve the 2022 LTAC meeting minutes from September 23, 2021 passed unanimously.

OPEN PUBLIC MEETINGS ACT

City Attorney Heidi Ann Wachter provided an annual update to the Open Public Meetings Act. She discussed some of the challenges surrounding public disclosures and described their responsibilities. Once the training concluded she noted that the three people in attendance had been trained. Linda Smith joined late, and Ms. Wachter asked Ms. Smith if she was familiar with the public meetings act and if she had been trained. Ms. Smith indicated she had been through this many times. Member Potvin-Bird asked to describe voting when members have interest in the proposals. Ms. Wachter stated they could not vote if they had interest and described when members could have input and discussed the quorum. Chair Mayor Whalen noted that he has not seen or heard any audit finding related to LTAC, Ms. Wachter confirmed and said that it could say with confidence that there would not be one. Ms. Wachter noted that if the committee needed her assistance or had question to contact her.

2022 GRANTS STATUS & FUND BALANCE – Dana Kapla, Assistant Finance Director.

Ms. Kapla gave an overview of the Lodging Tax Advisory Committee process and described the breakdown of the Washington State's lodging taxes paid by lodging businesses. She provided a brief overview of the agreement with Clover Park Technical College relating to the McGavick Center and announced that \$2,575,189 is available for allocation in 2023 (net of McGavick lease debt service requirement). She stated \$1,424,384 was available 4%, which is the unrestricted portion that can also be used for capital, and \$1,150,805 is from the 3% that is restricted for capital purposes only. She pointed out that this information was located within the package along with a 2021 funding report. Chair Mayor Whalen wanted confirmation that his understanding of the presentation regarding the McGavick center contract and the fact that the city had no ownership of the McGavick Center at the time of the contract. Ms. Kapla confirmed.

2023 GRANT PROPOSAL PRESENTATIONS

Grave Concerns Association – Laurel Lemke, Chair Person

Ms. Lemke began by describing the Grave Concerns Association (GCA) and how they are dedicated to the restoration of the historic Western State Hospital Cemetery at Fort Steilacoom Park. Ms. Lemke explained a place of burial is very sacred and should be identified by a tombstone or grave marker. While there are many grave markers many have deteriorated or need replacement, GCA works to replace them. To do this they would like request funds for; a) create and distribute tri-fold brochures; b) create and distribute postcards; c) would like to work with Pretty Gritty Tours which is online. They would like to distribute additional information about the Graves Concerns Association and to add more historical markers. Pretty Gritty Tours could assist in with this goal.

Historic Fort Steilacoom Association (HFSA) – Joseph Lewis, Secretary

Mr. Lewis began by describing how LTAC funding has help Historic Fort Steilacoom Association get caught up with technology. They have been able to update their website, renew membership, donate money and design and purchase tickets for tours. They use the Eventbrite Application to establish capacity for tours. They are now on social media which is one way they market in addition to publishing newsletters. They are now able to host hybrid meetings using Zoom. They use the Square for processing credit cards which provide inventory control. They are now in the process of creating videos and provided examples. Mr. Lewis displayed hats, long sleeved t-shirts, and jigsaw puzzles they now have available for advertising. He also explained how they join various events and gatherings to get their information out to the public. He stated he they only needed \$12,000 this year.

Chair Mayor Whalen asked what their goals were to attract attendance. Mr. Lewis stated they are limited by volunteers and have lost some due to COVID. They have started to attract younger people, but not available during the weeks.

Chair Mayor Whalen asked if they foresee any needs for capital money for sustainability. Mr. Lewis said yes and is aware of the discussions between DSHS and the City, but they do not own the building they are currently in. Chair Mayor Whalen stated that city was in discussions with DSHS which is similar to the transfer of Fort Steilacoom Park and provided some additional information.

Member Potvin-Bird asked how they are tracking attendance over 50 miles. Mr. Lewis said their attendance is less than 20% and described how they might obtain this information.

Member Potvin-Bird asked where they get their additional funding. Mr. Lewis stated they obtain revenue from tickets, merchandise, donations, and Nisqually tribe.

Asia Pacific Cultural Center (APCC) - Faaluaina Pritchard, Executive Director

Ms. Pritchard said the APCC could not take place without LTAC support. She noted that the Pacific Islander population has continued to increase over the years in this area. She presented information on the activities in 2022 and stated how they want to instill the language and culture on the younger generation so that their culture and language will go on. She provided an overview of the activities and stated that it is a wonderful event for people from all over. She thanked the committee and hoped they would continue to support them.

Travel Tacoma Mt. Rainier Tourism & Sports - Dean Burke, President/CEO

Mr. Burke started by stating they have a lot to look forward to 2023. They are making a 42% jump in stay within the county. 2022 had a delivery goal of 63,000 in 2022 and will go to 105,000 in 2023. He explained they are seeing an increase in attendance via the Geodata tool they currently use to track information. He listed priority events such as golf, cyclocross, cross county, baseball, SummerFEST Lakewold Gardens, Colonial Plaza Asia Pacific Cultural Center, Geo-Targeting complains, and have increased capacity for larger conventions. He mentioned they are requesting a very modest increase for 2023 with the leanest team ever and setting the highest ROI values ever. Using Geodata reports, he shared many trends over time such as trips, locations/ranges from area, celebrations attendance numbers, state visitation, and demographic information, with/such as age groups, income, education and ethnicity.

Chair Mayor Whalen asked what Lakewood is missing to increase tourism. Mr. Burke stated he would love to discuss offline as the questions is very complicated.

Chair Mayor Whalen asked what he was seeing regarding to meeting size/place/attendance and that are in demand. Mr. Burke stated this is a complex question because of the pandemic recovery, but what he is seeing at the moment he is smaller meetings. However, while the big national meetings are recovering this number could increase.

Member Wilkins asked what their plans were for the Colonial Plaza. Mr. Burke said there is detail in the proposal, but their plan for 2023 is to paint a larger narrative on the larger itineraries.

Lakewold Gardens - Tourism – Susan Warner, Executive Director, Robin Ehtle, Contract Grant Writer. Ms. Warner thanked LTAC for their support. Ms. Warner presented a slide showing the breakdown of the requested \$100,000, which she announced was similar to last year. She then stated that their goal is to be a “garden of all seasons”. Ms. Warner presented slides with current trends for visitors, demographics, web presence, and social media. She introduced the Black Splendor series, explained their wedding series, their presence at the local farmer’s markets and State fairs. Ms. Warner introduced new exhibition series programs such as Rainbow to the Anthropocene, Artist Series, painting programs for veterans, and explained how they are a Blue Star Museum which attracts veterans. She was happy to announce their concert programs are selling out and presented information on their Halloween series, scavenger hunt, solstice lights, big nature flag, micro nature, Mayfest/Mother’s Day, and Fairyfest.

Chair Mayor Whalen asked if they had flyers available for the hotels and motel. She responded yes.

Lakewold Gardens - Capital – Susan Warner, Executive Director, Robin Ehtle, Contract Grant Writer. Ms. Warner explained that the capital was for the restoration of the carriage house on the property which is the first building the visitor’s encounter. She stated that it is in need of rehabilitation and is the oldest building on the property. This building houses admission and their garden shop. She provided the history of the building and provided a rendering of their design. This new space would continue to contain admissions and garden shop, but then would also include exhibition space, education studio, and greeting rooms. The space would be flexible for community use. The total cost of renovation will be \$3.2M and was happy to say that they are over \$2M in their fund raising. The State’s Heritage Capital Fund is investing approximately \$800,000. She explained that this restoration will be available not only for the communities but for our schools. She show drawing for new restrooms, meeting rooms, activity rooms, new greenhouse, large doors that open to outdoor space, garden shop, admission office, upstairs/roof area. Ms. Warner asked that the City support this endeavor as an investment of \$400,000 over 4 years and in exchange the City would have access to this building for City use, similar to Clover Park.

Member Potvin-Bird asked how they plan to cover other costs. Ms. Warner stated they have increased their budget to support these new projects and have many foundations approaching them to support and described the other current funding.

Chair Mayor Whalen added that the rationale in building the facility increases their sustainability by having these new programs. Chair Mayor Whalen explained the need for this mid-size space. Committee then discussed space size further.

Lakewood Historical Society (LHS) - Phil Raschke, Board member; Sue Scott, President.

Ms. Scott presented the members with their latest newsletter about museums and introduced Mr. Raschke. Mr. Raschke started by providing a brief history of the museum and presented photos of their history, renovation, and changes. He then presented photos of their welcome flag, theater history show casing motion activated film, historic cabin with QR code, introduced the one-room Byrd School which was the beginning of the Clover Park School District, described how the buffalo soldier influenced Lakewood's growth, and introduced Lakewood's first mayor, Lt. Ret. William Harrison. Mr. Raschke stated how their current 8 volunteers (no paid staff) plan, maintain, conduct fundraising events, and operate the museum with a total operating cost of \$60,950 per year. He detailed their revenue and described how they would still have an operating shortfall of \$32,500. Their current goal is to host 10 historical events, place 2 historical markers, publish 4 publications (Prairie Gazette), maintain current paid memberships, increase their board, and refresh and maintain the museum. He then described a few of their featured stories, historical markers, historical films, and book program.

Lakewood Arts Festival Association – Phil Raschke, Vice Chair

Mr. Raschke provided a brief history. He stated that when they started with the Lakewood Art Commission they wanted to do something with film therefore they created a film festival in Lakewood. It started as the Asian FilmFest which was then combined with International FilmFest. This is how Film and Art and Book (FAB) was born. They had an overwhelming response which led to creation of a presence on Facebook, website and email. Mr. Raschke presented information on the 6th Annual Lakewood Festival (FAB) and told stories of visiting authors and special guests. He explained FAB is a one-of-a-kind festival with a unique combination of creative endeavors which has peaked interest from a broad section to the public. Mr. Raschke stated that their copy right brand "FAB" has proven to be a superb marketing technique. He then went on to describe the schedule for the 10th Annual Festival and the films, authors, musicians, presentations, displays, and award ceremony that have been included in this festival. Mr. Raschke then described some of the expenses they would use with City's funding such as maintain current schedules, international films, juried of fine arts/arts/graphics, marketing, and add a military art display, local tribal displays, a 3-dimensional art, youth art displays and REEL LIFT 96.

Chair Mayor Whalen asked what their attendance is. Mr. Raschke stated there was an approximately 20,100.

Member Potvin-Bird ask how do they track attendee zip code. Mr. Raschke stated they collect upon entry.

Chair Mayor Whalen suggested incentivizing free registration to track information where people come from.

Chair Mayor Whalen stated he understood admission is free and at what point will you be charging to recoup money. Mr. Raschke stated that because they are in growing stage they are not ready. Discussion occurred on ways to grow attendance.

Lakewood Chamber of Commerce – Tourism - Linda Smith, President/CEO

Ms. Smith stated they will be focused on the individual consumer (leisure) traveler through 2023. They serve travelers driving to Lakewood to overnight, shop, dine and tour the area while their focus market is Seattle-north, eastern Washington, Idaho and Portland south. Ms. Smith stated they would like to maintain operation of the information center 7 days a week, create and distribute informational publications, maintain online presence, produce destinations videos/guides and commercials, and partner with umbrella organization such as Travel+Tacoma. She presented information about the center, brochures, calendar-of-events, visitor guides/directory, and their website. She described what can be found on their website such as antiques, zoos, dining, accommodations, churches, parks, B&Bs, historical information, local attractions, events, tours, and a page for each of their partners. Here one can share information and provide reviews for travelers. Ms. Smith presented information on the “Continue to Drive Tour Ad Campaign”, their visitor guide, foodie road trip, international road trip, seasonal ads. She presented their concept for next year which is “Our Best Kept Secrets”.

Chair Mayor Whalen asked to if the City had any missing links. Ms. Smith stated Lakewood has a plethora of beauty but not many indoor attractions for all year around.

Member Potvin-Bird stated how the industry needed more resources to support tourism.

Lakewood Chamber of Commerce – Nights of Blue Lights

Ms. Smith mentioned that this event is the way to brand the community for the holiday season. She presented a history of the origins of the blue lights. She explained it started with decorating the Colonial Plaza theatre and how people travelled from all over to see the blue lights. This tradition was kept alive through the 70s and began to wane. The blue lights blazed again after the tragedy in Lakewood November 29, 2009. Ms. Smith would like to, once again, propose that Lakewood be branded as City of Blue lights this holiday season. She presented photos of some of the 55 businesses that took part in the past year’s event. The Chamber had lights installed for 38 businesses. Ms. Smith stated that they plan to kick off the event with an outdoor gathering prior to the Christmas Parade.

Chair Mayor Whalen asked what they do with the funds. Ms. Smith stated that the funds are used for marketing, materials, and labor to install the lights for the business that request the lights.

Lakewood Arts Foundation, Lakewood Community Playhouse dba Lakewood Playhouse and Lakewood Institute of Theatre – Paige Hansen – Vice President

Ms. Hansen gave thanks for the support and provided a history of Lakewood Playhouse. She stated that the Playhouse has been operating for 84 seasons. She described the uniqueness of their round theatre. People come from all over to see a show with the unique setting and the type of shows they present. She provided information about some of their shows, talent, directors, and attendees. Their mission statements states that they nurture students of all ages, at all stages, by offering a variety of education and performance opportunities, and empowers life skill through the experience of theatre. Ms. Hansen stated the pandemic effected their season, but plans to consolidate and rebuild. Their 2022 season will be shortened and plan to announce shows shortly. She was happy to announce they have received an angel donor that will help to support the Playhouse. She thanked the committee for prior support and hope they will continue their support and would it go to advertising. There is a population of approximately 876,000 in Pierce County and they estimate only 6,000 know about the Playhouse. They plan to reach a larger population through marketing and quality shows.

Member Wilkins ask what are some of the strategies they have for the new funding source. Ms. Hansen said they plan to put up large posters, create more press releases, advertise among a larger area, and by the word of mouth.

Chair Mayor Whalen asked how their facilities are holding up. Ms. Hansen stated the donation from the angel donor will be addressing issues with the side shed, roof, yard, storage, lobby refreshment, backstage and dressing room.

City of Lakewood PRCS – SummerFEST - Sally Martinez, Parks and Recreation Coordinator.

Ms. Martinez started by showing an advertisement for the event. She stated that radio ads are the key component for getting their information out. Sponsors Amazon and TwinStar Credit Union were new sponsors for 2021. Ms. Martinez stated because radio ads are expensive she has obtained the radio stations as sponsors to reduce this cost, which included 186 commercials heard by over 1 million people. Free advertising was also provided by Seattle Ballooning Company, Museum of Glass Hot Shop and other vendors. Ms. Martinez presented a variety of marketing reports, photos, and event information. With their sponsorship, and 25,000 people attending in attendance in 2021 Ms. Martinez says they are in their sweet spot. Based on their space and parking they do not want the festival larger or smaller. Ms. Martinez stated that it's important they have resources for print, radio, digital, posters, signs, banners, sticker, and swag for their marketing campaign. She presented information and videos from some of the entertainment and activities they had in 2021 and described how they had "something for everyone". Lastly, she presented photos of some of the 185 vendors, visitors, support, the drone show, and announced July 15, 2023 will be SummerFest 2023.

Member Potvin-Bird noted LTAC funding has increased and wanted to know what her expectation moving forward was. Ms. Martinez stated she now knows what is needed and that this should be the last increase to operate fully.

Chair Mayor Whalen asked how much money was used from the general fund subsidy. Ms. Martinez stated \$23,000 from the City, along with support from LTAC and sponsorships.

City of Lakewood PRCS – Farmers Market - Sally Martinez, Parks and Recreation Coordinator

Ms. Martinez opened by stating this last season was beyond successful. She thanked the committee for their sponsorship. She stated the market was moved from the parking lot to the grounds and could tell it was successful due to the increased attendance. In 2022, she estimates that she get 5,000 visitors a day which has increased sales. Ms. Martinez presented slides that support the growth of the market and believes it was due to funding increase. This year's market added SNAP and EBT, which brings money to our vendors but has increased the need for additional staff. She presented photos from this year's market. The location adjustment has provided vendors and attendees with more trees for shade, more room for Food Trucks, additional seating, more parking, and linear walkways for better accessibility and near the pavilion for the Concert Series. She provided many photos and videos from the event and provided a list of the type of vendors you can find at the market along of views of the market and diversity of the attendees.

Member Potvin-Bird asked how many people attend this year. Ms. Martinez stated 4K to 5K and will not change locations again as this is perfect.

Chair Mayor Whalen ask what their total cost was. Ms. Martinez said it was \$67,000 due to additional staffing. The city subsidizes \$20,000 plus LTAC funding and vendor fees. Ms. Martinez stated she will continue the marketing strategy and conduct surveys to obtain information from attendees.

City of Lakewood PRCS – Summer Concert Series - Sally Martinez, Parks and Recreation Coordinator

Ms. Martinez stated she did not need to ask for additional money as this is the right amount. She presented a video of the concert series and photos of the attendees and the artists. She noted that attendees are from all different backgrounds and having a great time. Ms. Martinez stated she has already booked the 6 or 7 bands for next year.

Chair Mayor Whalen asked why bands were not playing in the pavilion. Ms. Martinez stated the artists preferred outside of the pavilion due to the sound baffling problems. Mayor Whalen stated this is a good opportunity to ask for capital funding and may need to request for it next year.

City of Lakewood PRCS – Saturday Streets Festival – Sally Martinez, Parks and Recreation Coordinator

Ms. Martinez thanks the committee for their funding. She stated they had 4 events which were May through September. She highlighted the Jazz night and Car Show and presented information on awards activity, roaming entertainment, face painting, games, market vendors, live music, crafts, fire department, food trucks, and great partners. She also provided detail on the Fiesta la Familia event and proceeded to present the entertainment, food, sponsors, and activities that were included in the event.

Chair Mayor Whalen stated there are not a lot of activities during the shoulder months and wanted to know if she'd consider having a night market. Ms. Martinez stated it was hard to get food and vendor trucks during this time as they their regular day markets and didn't think a night market would work, but suggested perhaps a food truck rally could work. Discussion on night market or other types of events continued. After some discussion they concluded another market might be able to take place and Ms. Martinez could look into it.

Lakewood Sister Cities Association – Gimhae Delegation– Connie Coleman-Lacadie, President

Ms. Coleman-Lacadie introduced herself and thanked the committee for their support. Their sister cities are Okinawa, Japan; Bauang, Philippines; Gimhae, South Korea; and Danzhou, People's Republic of China, and mission is to promote relationships with international cities by providing cultural, social, educational, and governmental opportunities and encouraging trade, tourism, and economic development. Due to the pandemic they were unable to meet in person in 2021 and 2022 but did conduct meetings virtually. She stated that in 2021 the City of Lakewood hosted an art contest that included 80 submissions from Gimhae students, which one made the cover of Lakewood's Connection magazine. The City will host a commemorating ceremony to become a Sister City with Gimhae December of 2022. She thanked the committee for being flexible with the funding support due to the pandemic and travel adjustments due to the pandemic.

Chair Mayor Whalen asked if we pay for their lodging for their visits. Ms. Coleman-Lacadie stated they pay for all the travel to our city except for the airfare to the US. In turn, when we visit them, they do the same.

Chair Mayor Whalen asked if the Lt Governor has been included. Ms. Coleman-Lacadie stated state government has been invited (and attended) along with the Chamber, school districted, and City officials.

Lakewood Sister Cities Association — International Festival Kathleen Hoban, Vice President

Ms. Coleman-Lacadie stated that the international festival was their largest event. They have hosted 15 years at Sharon McGavick Center & Fort Steilacoom Pierce College to support student exchange. The students from the student exchanged helped created posters promoting the international festival, host calligraphy and origami booths, volunteer in the community and complete an internship in the field of

study with local businesses. In 2016 they jointed SummerFest which increased attendance by over 5,000 and continues to grow each year they participate. She presented photos, activities, entertainment, and other information from past events. Ms. Coleman-Lacadie noted that they have increased the request because of increased costs and the increased participation. She thanked the committee again for their support.

Chair Mayor Whalen asked if they work with or issues with the timing with the Asian Pacific Cultural Center. Ms. Coleman-Lacadie stated they had not except for one hiccup when they both had entertainment programs at once, but not since then. She said she has worked with the Asian Pacific Cultural Center for many years and they work well together.

City of Lakewood Communications – Imaging Promotions 2022 –Brynn Grimley, Communications Manager

Ms. Grimley stated they are requesting funding to continue the Nearcation campaign. The Nearcation campaign was created from the pandemic which is consistent with the City Council vision and goals. The LTAC support would go to support website management, content development focused on promoting Lakewood as a destination for special event, park exploration, restaurant crawls, business visits, and overnight stays. Ms. Grimley presented the marketing and promotion history and provided highlights from the current campaign, such as 523K video views, 3,799 total clicks, 360K YouTube impressions, and 163K Facebook impressions from paid ads. Goals for 2023 are to generate new content, increase outreach, and focus on overnight stays and attendance to local events. She stated beneficiaries will be residents, businesses, and others by raising awareness of Lakewood's attractions, spurring development to create more economic activity, and increase tourism.

Member Potvin-Bird stated that Nearcation, like Travel+Tacoma, they are marketing for extended stays.

GRANT FUNDING DECISIONS

LTAC deliberations commenced to determine the amount of grants to be awards.

Basis for Awards and Other Recommendations

- Asian Pacific Cultural Center - The committee granted the full amount requested of \$15,000.
- Grave Concerns - The committee granted the full amount requested of \$5,000.
- Historic Fort Steilacoom Association - The committee granted the full amount requested of \$12,000.
- Lakewold Gardens - Capital - The committee granted the full amount requested of \$400,000 spread evenly over 6 years under the condition it is allowable.
- Lakewold Gardens - Tourism & Promotions - The committee granted the full amount requested of \$100,000.
- Lakewood Arts Book Festival Association - The committee granted the full amount requested of \$23, 000 and asks they track attendance.
- Lakewood Chamber of Commerce - Nights of Lights - The committee granted the full amount requested of \$25,000.
- Lakewood Chamber of Commerce - Tourism - The committee granted the full amount requested of \$100,000.
- Lakewood Historical Society & Museum - The committee granted the full amount requested of \$32,500.
- Lakewood Playhouse - The committee granted the full amount requested of \$25,000.
- Lakewood Sister Cities Association - Friendship Delegation - The committee granted the full amount requested of \$21,500.
- Lakewood Sister Cities Association - International Festival - The committee granted the full amount requested of \$9,000.
- Travel Tacoma - The committee granted the full amount requested of \$115,000.
- CoL - Communications - The committee granted the full amount requested of \$60,000.
- CoL - SummerFEST - The committee granted the full amount requested of \$135,000.
- CoL - Farmers Market - The committee granted the full amount requested of \$57,000.
- CoL - Summer Concert Series - The committee granted the full amount requested of \$30,000.
- CoL - Saturday Street Festivals on Motor Ave - The committee granted the full amount requested of \$30,000 and added an additional \$7,500 under the condition a one "night event" be added to their schedule during the off-season for a total of \$37,500.

LAKEWOOD LODGING TAX ADVISORY COMMITTEE RECOMMENDATIONS

2022 Requests for 2023 LTAC Grant Funds

Applicant	Funding Request			Recommended Funding			
	Non-Capital	Capital	Total	Non-Capital (4%)	Capital (3%)	Total	Notes
Asian Pacific Cultural Center	\$ 15,000	\$ -	\$ 15,000	15,000	-	15,000	
Grave Concerns	5,000	-	5,000	5,000	-	5,000	
Historic Fort Steilacoom Association	12,000	-	12,000	12,000	-	12,000	
Lakewold Gardens - Capital	-	400,000	400,000	-	400,000	400,000	Total award to be spread evenly over 4 years (\$100,00/yr) under the condition it is allowable.
Lakewold Gardens - Tourism & Promotions	100,000	-	100,000	100,000	-	100,000	
Lakewood Arts Book Festival Association	23,000	-	23,000	23,000	-	23,000	Ask that they track attendance.
Lakewood Chamber of Commerce - Nights of Lights	25,000	-	25,000	25,000	-	25,000	
Lakewood Chamber of Commerce - Tourism	100,000	-	100,000	100,000	-	100,000	
Lakewood Historical Society & Museum	32,500	-	32,500	32,500	-	32,500	
Lakewood Playhouse	25,000	-	25,000	25,000	-	25,000	
Association - Friendship Delegation	21,500	-	21,500	21,500	-	21,500	
Association - International Festival	9,000	-	9,000	9,000	-	9,000	
Travel Tacoma	115,000	-	115,000	115,000	-	115,000	
CoL - Communications	60,000	-	60,000	60,000	-	60,000	
CoL - SummerFEST	135,000	-	135,000	135,000	-	135,000	
CoL - Farmers Market	57,000	-	57,000	57,000	-	57,000	
CoL - Summer Concert Series	30,000	-	30,000	30,000	-	30,000	
CoL - Saturday Street Festivals on Motor Ave	30,000	-	30,000	37,500	-	37,500	An additional \$7,500 was added under the condition a one "night event" can be added in the off-season
	\$ 795,000	\$ 400,000	\$ 1,195,000	802,500	400,000	1,202,500	
CPTC McGavic Center (Committee, Annual Payment)	\$ -	\$ 101,850	\$ 101,850	-	101,850	101,850	
	\$ 795,000	\$ 501,850	\$ 1,296,850	802,500	501,850	1,304,350	

It was moved and seconded that the final allocation be approved.

With no further discussions, the motion to approve the recommended amounts was passed unanimously.

ADJOURNMENT - Chair Mayor Whalen adjourned the meeting at 4:32 p.m.

For the full video of this meeting go to the [City of Lakewood YouTube channel](https://www.youtube.com/watch?v=MtC8xg2AfoA) and visit the following link: <https://www.youtube.com/watch?v=MtC8xg2AfoA>

Minutes:

Dana Kapla, Asst. Finance Director (Preparer)

Mayor Jason Whalen, Chair

DRAFT

The City estimates the 2023 projected revenue amount to be \$1,125,000 and the estimated ending fund balance to be \$3,240,825 on December 31, 2023.

In 2007, the City entered into an agreement with Clover Park Technical College to contribute 11% of the construction costs for the McGavick Center. The contribution is in equal installments of \$101,850 over 20 years (last installment is June 2026). In return for the contribution, the City has use of the center for 18 days per year for a 30-year period to be used for tourism related activities. The City's practice has been to use the available restricted funds for this commitment.

The available balance for 2024 grant allocation, net of the required McGavick Center contribution is \$3,138,975.

Total Estimated Funding Available for 2024 Grant Awards	Restrictions on Use		Total
	4%	3% (Restricted)	
	Reserved for tourism, promotion, acquisition of tourism related facilities, or operation of tourism related facilities.	Reserved for acquisition, construction, expansion, marketing, and management of convention facilities.	
Estimated Ending Balance, 12/31/2023	\$1,440,104	\$1,800,721	\$3,240,825
Less Required for CPTC McGavick Center	\$0	(\$101,850)	(\$101,850)
Total	\$1,440,104	\$1,698,871	\$3,138,975

Note: The 3% is restricted to capital; however, the 4% is not restricted and may be used for capital as well.

Sources & Uses - 5 Year History						
	2018 Actual	2019 Actual	2020 Actual	2021 Actual	2022 Actual	2023 Estimate
Revenues						
4% Revenue:						
Special Hotel/Motel Tax (2%)	\$ 306,901	\$ 309,868	\$ 247,803	\$ 353,906	\$ 400,024	\$ 321,429
Transient Rental Income Tax (2%)	288,084	317,282	247,803	355,057	400,029	321,429
	594,985	627,150	495,606	708,963	800,053	642,858
3% Revenue:						
Special Hotel/Motel Tax (3%)	460,351	464,803	371,705	530,858	600,036	482,143
	460,351	464,803	371,705	530,858	600,036	482,143
Interest Income	22,883	22,666	7,693	2,118	38,681	10,000
Total Revenues	\$ 1,078,219	\$ 1,114,619	\$ 875,004	\$ 1,241,939	\$ 1,438,770	\$ 1,135,000
Expenditures						
Tourism/Promotion	368,943	438,502	354,665	425,639	632,177	802,500
Capital	1,057,311	280,686	421,943	169,899	101,850	101,850
Total Expenditures	\$ 1,426,254	\$ 719,188	\$ 776,608	\$ 595,538	\$ 734,027	\$ 904,350
Beginning Balance	\$ 1,513,242	\$ 1,165,207	\$ 1,560,638	\$ 1,659,034	\$ 2,305,432	\$ 3,010,175
Ending Balance	\$ 1,165,207	\$ 1,560,638	\$ 1,659,034	\$ 2,305,432	\$ 3,010,175	\$ 3,240,825
Estimated Ending Fund Balance from the 4% Unrestricted Revenue =>					\$ 1,594,449	\$ 1,440,104
Estimated Ending Fund Balance from the 3% Restricted (for Capital) Revenue =>					\$ 1,415,725	\$ 1,800,721

5-Year Use History						
Organization	2019 Actual	2020 Actual	2021 Actual	2022 Actual	2023 Estimate	5-Year Total
Asia Pacific Cultural Center	5,000	\$ 10,000	\$ 15,000	15,000	\$ 15,000	\$ 60,000
City of Lakewood:	-	-	-	-	-	
Communications/Media Promotion	25,437	31,025	37,144	50,000	60,000	203,606
PRCS-Concert Series	6,000	-	17,543	19,900	30,000	73,443
PRCS-Farmers Market	19,800	18,975	33,144	35,000	57,000	163,919
PRCS-SummerFEST	47,282	2,963	4,250	80,000	135,000	269,495
PRCS-LoveLakewood Festival	-	-	-	30,000	37,500	67,500
PRCS-Lakewood Film Festival	-	-	-	14,901	-	14,901
Grave Concerns	-	-	-	-	5,000	5,000
Historic Fort Steilacoom Association	8,000	9,853	12,000	14,821	12,000	56,675
Lakewood Arts Festival Association	17,500	10,293	19,500	20,500	23,000	90,793
Lakewold Gardens	30,000	50,000	50,000	84,940	100,000	314,940
Lakewood Chamber of Commerce - Toursim	90,000	84,233	88,315	100,000	100,000	462,548
Lakewood Chamber of Commerce - Blue Lights	8,484	15,720	15,929	17,690	25,000	82,822
Lakewood Historical Society & Museum	20,000	42,000	35,000	35,000	32,500	164,500
Lakewood Playhouse	23,000	10,990	6,480	7,757	25,000	73,227
Lakewood Sister Cities Assoc - Internat'l Festival	13,000	49	4,525	5,500	9,000	32,074
Lakewood Sister Cities Assoc - Gimhae Delegation	-	-	1,155	9,896	21,500	32,551
Tacoma Regional Convention & Visitor Bureau (DBA Travel Tacoma)	50,000	68,564	85,656	91,270	115,000	410,491
Tacoma South Sound Sports Commission	75,000	-	-	-	-	75,000
Total - Tourism/Promotion	438,502	\$ 354,665	\$ 425,639	632,177	\$ 802,500	2,653,484
PRCS-Gateways	80,000	9,059	68,049	-	-	157,108
PRCS-Harry Todd Park	18,115	181,885	-	-	-	200,000
PRCS-Fort Steilacoom Park Angle Lane	80,721	129,149	-	-	-	209,870
Clover Park Tech College-McGavick Center	101,850	101,850	101,850	101,850	101,850	509,250
Total - Capital	280,686	\$ 421,943	\$ 169,899	101,850	\$ 101,850	1,076,228
Total	719,189	\$ 776,609	\$ 595,538	734,027	\$ 904,350	3,729,712

Previous Grant Awards

The following table provides a 6-year history of grant awards.

Lodging Tax Grant Award History (2018-2023)						
Applicant	2023	2022	2021	2020	2019	2018
Asian Pacific Cultural Center	15,000	15,000	15,000	10,000	5,000	5,000
CoL - Concert Series	30,000	20,000	20,000	20,000	6,000	2,500
CoL - Farmers Market	57,000	35,000	35,000	20,000	20,000	20,000
CoL - Lakewood Film Festival, REEL Life 96	-	17,100	-	-	-	-
CoL - Love Lakewood Festival Serices, First Saturday	-	30,000	-	-	-	-
CoL - Media Production/Imaging Promotion	60,000	50,000	40,000	30,000	30,000	25,000
CoL - SummerFEST	135,000	80,000	80,000	80,000	50,000	40,000
CoL - Saturday Street Festivals on Motor Avenue	37,500					
Friends of Lakewold/Lakewold Gardens	100,000	85,000	50,000	50,000	30,000	45,000
Grave Concerns	5,000	-	-	-	-	-
Historic Fort Steilacoom Association	12,000	15,000	12,000	12,000	8,000	8,000
Lakewood Arts Commission - Asian Film Festival	-	-	-	-	-	7,000
Lakewood Arts Festival Association	23,000	20,500	19,500	19,500	17,500	5,000
Lakewood Chamber of Commerce - Night of Lights	25,000	25,000	25,000	20,000	20,000	-
Lakewood Chamber of Commerce - Tourism	100,000	100,000	90,000	90,000	90,000	80,000
Lakewood Historical Society	32,500	35,000	35,000	42,000	20,000	25,000
Lakewood Playhouse	25,000	25,000	25,000	23,000	23,000	21,000
Lakewood Sister Cities Association	-	-	-	23,900	13,000	8,000
Lakewood Sister Cities Association - Gimhae	21,500	20,550	16,350	-	-	-
Lakewood Sister Cities Association - Internat'l Festival	9,000	5,500	7,550	-	-	-
Tacoma Pierce County Sports Commission	-	-	-	-	75,000	60,000
Travel Tacoma - Mt. Rainier Tourism & Sports	-	100,000	100,000	120,000	-	-
Travel Tacoma + Pierce County	115,000	-	-	-	50,000	25,000
Total Non-Capital (4%)	802,500	678,650	570,400	560,400	457,500	376,500
CoL - Fort Steilacoom Park Angle Lane	-	-	-	-	209,870	-
CoL - Fort Steilacoom Park Pavilion	-	-	-	-	-	403,490
CoL - Gateway Improvements	-	-	-	150,000	80,000	-
CoL - Harry Todd Park	-	-	-	-	200,000	-
Total Capital (3%)	-	-	-	150,000	489,870	403,490
	\$ 802,500	\$ 678,650	\$ 570,400	\$ 710,400	\$ 947,370	\$ 779,990
CPTC McGavic Center (Committee, Annual Payment)	101,850	101,850	101,850	101,850	101,850	101,850
	\$ 904,350	\$ 780,500	\$ 672,250	\$ 812,250	\$ 1,049,220	\$ 881,840

Post-Funding Report:

JLARC (Joint Legislative Audit & Review Committee) requires post-funding reporting of predicted and actual number of people who attended and the method used to determine attendance for various categories including: overall attendance; 50+ miles from their residence; out of state and out of country; paid for overnight lodging; did not pay for overnight lodging; and number paid lodging nights. All entities receiving lodging tax funds must provide this information to the City. The City will then report this information annually to JLARC.

The information as reported to JLARC for the 2022 grant program is included as an attachment.

City of Lakewood
Lodging Tax Funding Guideline
As Amended by the City Council on September 21, 2015

Background

The objective of the City of Lakewood Lodging Tax Advisory Committee process is to support projects, which encourage eligible tourism and cultural activities and support tourism facilities in Lakewood. The process is reviewed annually and the guidelines are updated in accordance with reported success of existing programs, potential for new programs and changes in state law. A calendar for the application process will be established but will allow for emerging opportunities as they arise.

Objectives for Hotel/Motel Tax Funds:

- Generate increased tourism in Lakewood resulting in over-night stays at local hotels.
- Generate maximum economic benefit through overnight lodging, sale of meals and goods, and construction of tourism-related facilities.
- Increase recognition of Lakewood throughout the region as a destination for tourism.
- Increase opportunities for tourism by developing new visitor activities.

Allocation Guidelines:

- The City shall seek proposals for funding on an annual basis from organizations seeking to use Hotel/Motel Tax funds for promoting tourism or for acquisition, construction or operation of tourism related facilities.
- Organizations seeking funding must complete an application form.
- The Lodging Tax Advisory Committee shall review the proposals and make recommendations to City Council as to which applications should receive funding.
- The final funding decision will be made by City Council in the form of approval or denial of the recommendation as recommended – no amendments to recommendations will be made by the City Council.
- Once approved for funding an organization must enter into a contract and funding will be provided in quarterly installments or on a reimbursable basis.
- Organizations receiving funding must submit a report at the end of the calendar year.
- \$101,850 will be paid annually to the Sharon McGavick Student Center through 2027 pursuant to the City's agreement with Clover Park Technical College.
- 4% - Can be used for tourism promotion, or the acquisition of tourism-related facilities, or operation of tourism-related facilities.
- 3%- Can only be used for the acquisition, construction, expansion, marketing, management, and financing of convention facilities, and facilities necessary to support major tourism destination attractions that serve a minimum of one million visitors per year.

City of Lakewood 2022 LTAC Awardees (Reported to JLARC)			Overall Attendance		50+ Miles		Out of State		Overnight		Non - Overnight		Paid Lodging	
Activity Name	Type	Funds Awarded	Predicted	Actual	Predicted	Actual	Predicted	Actual	Predicted	Actual	Predicted	Actual	Predicted	Actual
Asia Pacific Cultural Center	Event/Festival	\$15,000	5,000	7,500	1,500	2,500	50	30	10	10	600	1,000	200	300
Chamber of Commerce	Marketing	\$100,000	6,500	6,500	3,000	3,000	1,000	1,000	3,000	2,500	5,500	5,500	1,000	1,000
Chamber of Commerce Night of Lights	Event/Festival	\$25,000	3,000	2,200	250	100	50	40	300	280	2,700	2,060	300	140
Historic Fort Steilacoom	Marketing	\$15,000	-	546	-	40	-	20	-	-	-	486	-	-
Lakewood Arts Festival Association	Event/Festival	\$20,500	870	695	100	500	20	3	-	-	870	650	30	5
Lakewood Historical Society & Museum	Marketing	\$35,000	250	1,052	10	17	5	27	5	7	5	11	5	3
Lakewood Playhouse	Marketing	\$25,000	5,224	4,878	140	87	64	45	-	105	-	4,854	46	24
Lakewood Sister Cities Association Gimhae	Event/Festival	\$20,550	200	212	12	9	8	8	24	24	190	204	8	8
Lakewood Sister Cities Association	Event/Festival	\$5,500	8,000	7,000	400	100	45	15	20	15	7,525	6,860	30	25
Tacoma Regional Convention & Visitor Bureau	Marketing	\$100,000	204,160	309,942	66,992	119,347	15,227	27,139	59,937	99,053	31,525	61,793	40,582	62,834
The Friends of Lakewold	Marketing	\$85,000	10,000	11,676	2,000	1,455	-	1,200	-	-	-	-	-	-
CoL Farmers Market	Event/Festival	\$35,000	40,000	55,000	726	6,600	550	5,500	1,375	1,375	48,263	53,625	344	1,375
CoL Film Festival Reel Life 96	Event/Festival	\$17,100	500	650	65	32	-	-	30	32	300	300	65	32
CoL Media Communiactions	Marketing	\$50,000	25,000	25,000	1,563	6,250	-	-	250	2,500	22,500	22,500	250	2,500
CoL Saturday Street Festivals	Event/Festival	\$30,000	8,000	8,000	800	800	400	400	200	200	7,800	7,800	200	200
CoL Summer Concert Series	Event/Festival	\$20,000	2,300	2,500	25	50	10	20	10	20	2,400	2,400	10	20
CoL SummerFest	Event/Festival	\$80,000	25,000	25,000	6,250	6,250	3,750	3,750	2,500	2,500	22,500	22,500	2,500	2,500
Clover Park Technical College McGavick Center	Facility	\$101,850	-	-	-	-	-	-	-	-	-	-	-	-
		\$780,500	344,004	468,351	83,833	147,137	21,179	39,197	67,661	108,621	152,678	192,543	45,570	70,966

7. APPLICATION FOR FISCAL YEAR 2024 LTAC GRANT FUNDING

1a. Project Information

Project Name: Grave Concerns Association

Amount of Lodging Tax Funding Requested: \$10,000
(Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")

Total Project Cost: \$10,000
(Total Project Amount must match Project Budget column c "Total Project Cost")

1b. Applicant Organization

Name of Applicant Organization: Grave Concerns Association

Mailing Address: P.O. Box 88249
Steilacoom, WA 98388

Tax ID Number: 31-1792807

Organization Unified Business Identifier (UBI) 602n 128 323

UBI Expiration Date: 06/30/2024

Type of Organization: Non-profit
(Non-profit, For-profit, Municipality, Private business, etc.)

1c. Contact:

Name: Laurel Lemke

Title: Chairperson

Telephone: 253-376-5086

Email: laurel.lemke@wshgraveconcerns.org

Signature: 

The signatory declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used only for the purposes set forth herein, and verifies that all the information contained in this application is valid and true to the best of his/her knowledge.

2. Project Description

- a. Event Date(s): Perpetual
- b. Event Location: NA
- c. If there is a charge or fee for this activity, please describe how much and why.
| |
- d. Please provide a detailed, yet concise **scope of work (mandatory)** and/or proposed project/activity. Include information on the area the project will serve, its expected impact and list the responsible party(s).
| |

3. Beneficiaries

Please list and provide specific information regarding all individuals, businesses, areas, or organizations that will directly benefit from the project/activity

Those directly benefitting from this activity include the immediate and distant family members of those buried at the historic Western State Hospital cemetery, as well as those who share the concerns of the Association about people buried with little to no information about them due to their medical status when they were alive. Businesses that want to project their connection to the local community may benefit by supporting this campaign and agreeing to distribute brochures and postcards to their patrons. Organizations with similar missions such as hospitals, cemeteries, and funeral homes, will directly benefit by becoming aware of the efforts of the Grave Concerns Association, and potentially reaching out to form partnerships. The City of Lakewood will by being seen to helping to fund a community organization that is doing noble and important work for some of its most vulnerable former residents. The public at large will also benefit from being made aware of the efforts of the Association and either visiting the cemetery to experience the good work being done in person, or moved to donate to the cause and help support the Grave Concerns Association's Mission.

4. Goals/Monitoring

Describe the goals of the project. Will the project result in an increase in overnight stays by visitors in Lakewood? If so, how will this increase be tracked and monitored? How will an increase in the sale of goods and services as a result of the project be measured? What other short or long-term economic benefits will occur and how will that be tracked? Why do you believe those project/activity outcomes are feasible?

Note - Applicants will be required to submit a post-funding report providing pertinent data evaluating tourism benefits resulting from the use of lodging tax funds as compared with the estimates contained in this application.

| The goal of this project is to increase the awareness of the Grave Concerns Association and its mission, thereby generating more interest in (and donations to) the organization. Those becoming aware of the Association and its mission from outside the City of Lakewood may wish to travel here to see the cemetery in

person or meet the with Grave Concerns Association volunteers. While visiting, individuals will spend money on goods and services, providing a benefit to the local economy. We do not have a functional website at present to accept donations or provide up to date information.

Individuals and groups wishing to donate time or money to the Grave Concerns Association will be asked how they first became aware of the organization, how far away they reside from the City of Lakewood and whether they stayed overnight (whether within the city or elsewhere). Tracking those responses will provide data as to how effective the printed brochures, postcards and website are and whether they should be expanded in future grant cycles |

5. Estimate how the funds will increase the amount of people traveling to Lakewood to stay overnight in paid accommodations.

As this is an awareness campaign. It is intended to publicize the organization and its mission. Funding from this grant will be used to design and print postcards and brochures as well as create a website with information on the project, including a list of burials and progress on marker replacement. This will potentially increase interest in the Western State Hospital Cemetery and those buried within it. This interest could manifest in physical visits to the location, potential partnerships that could result in multiple visits from outside the area, or additional media coverage for the site, the organization and the mission.

6. Estimate how the funds will increase the amount of people traveling to Lakewood from more than 50 miles from their residences.

| There are similar hospitals all over the country where patients who died have been buried in unmarked or mass graves and interest in forming organizations like the Grave Concerns Association have been created to bring awareness to that cause. By creating brochures, other publicity materials and an informative website those organizations will become aware of the restoration efforts that the Grave Concerns Association it doing. Potential partnerships could form, such as a recent inquiries from persons researching the cemeteries in Sedro Wooley and Roslyn, Washington. We also get inquiries from family members outside of Washington State and even outside of the country. |

7. Estimate how the funds will increase the amount of people traveling to Lakewood from outside their state or country.

| If we are able to use funds to have an updated website and publicity materials we can share information that may interest person in traveling to Lakewood to engage in one of our activities and it may also draw interest to attending events at other local venues.

There are similar hospitals all over the country where patients who died have been buried in unmarked or mass graves, and organizations like the Grave Concerns Association have been created to help bring awareness to that cause. By creating websites postcards, brochures, an updated website and showings of the video produced by 2023 Lodging Tax grant here in Lakewood those organizations will become more aware of the situation here in Washington at Western State Hospital and the work the Grave Concerns Association is doing. Potential partnerships could form, bringing guests outside of Washington State or even outside the United States to collaborate on ways to bring attention to the situation shared by these parties. |

8. Funding Requirements

Due to funding constraints, partial funding may be recommended by the LTAC. If partial funding is received, how will that impact the project/activity? Please describe:

If partial funding is received, the Grave Concerns Association will concentrate the funds received on establishing a new website which is sorely needed. If partial funding is received we may print fewer brochures and postcards, which would limit our reach. We may not be able to hold a special viewing of our 2023 Documentary produced by Pretty Gritty Tours.

9. Use of Funds

Provide detail on how the funds will be used. For example, \$20,000 of the funds will be used for marketing, \$5,000 for administration, \$10,000 for Consultants, etc.

| \$6000 for the employment of a consultant to create a new website for the Grave Concerns Association

\$4000 for the employment of a consultant, production of print materials, postage, social media boosts and a potential showing of our 2023 Documentary |

10. Project Budget (for non-capital projects). Do not include in-kind contributions.

Income: A diversified funding base is important to the success of any project. Please list all other sources of funding for the project, both anticipated and confirmed and when that funding will be available to the project. Include your own funding, sponsorships, other grants, etc.

Funding Source: List all revenue sources anticipated for 2024. Do not include requested Lodging Tax Funds	Amount	Confirmed? Yes/No	Date Available
	\$		
	\$		
	\$		
	\$		
	\$		
	\$		
	\$		

Expenses: Based on full funding, please list project costs.

Note: Certain expenses may not be reimbursable, at the sole discretion of the City of Lakewood.

You will only be reimbursed at the authorized rates. Insurance is not an eligible cost.

	a. Lodging Tax Funds Requested *	b. Other Funds (Do not include "in-kind" dollars)	c. Total Project Cost **
Personnel (salaries & benefits)	\$	\$	\$
Administration (rent, utilities, postage, supplies, janitorial services, etc.)	\$	\$	\$
Marketing/Promotion	\$5000	\$	\$
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	\$	\$	\$
Minor Equipment (computers, desks, etc.)	\$	\$	\$
Travel	\$	\$	\$
Contract Services Describe below	\$5000	\$	\$
Other Describe below	\$	\$	\$
TOTAL COST	\$10,000	\$	\$
Description for Direct Sales Activities, Contract Services, Travel and Others	We would contract with individuals to create our website and update it and to make additional changes to our website. We have not put out bids to know the exact costs.		
In-Kind Contributions			

**Amount in column a "Lodging Tax Funds Requested" must match "Amount of Lodging Tax Funding Requested" under 1a of application. ** Amount in column c "Total Project Cost" must match "Total Project Cost" under 1a of application.*

11. Funding History

a. Was this project funded with Lakewood lodging tax funds in fiscal year 2023? ☒ Yes ☐ No

b. If you answered yes to 11a, how much funding did you receive in 2023? \$ 5000

c. If you answered no to 11a, what is the last year Lakewood funding was received and how much?

Year Amount awarded No previous funding ☐

11d. Indicate what efforts have been made to access funding from additional sources?

We have received donations from individuals and community events but we direct most of that funding toward the purchase of markers. We have also had donated labor for publicity

12. Coordination and Collaboration

Please provide information about any other organizations or agencies involved in this project/activity. Describe their level of involvement. Describe how this project coordinates with other tourism promotion efforts or services in the area, including Chambers of Commerce, local festivals, local lodging and restaurants. You may attach up to three letters of support from these organizations.

The Grave Concerns Association works closely with the City of Lakewood Parks and Recreation which manages the property in Fort Steilacoom Park. We participate in the Parks Appreciation Day in April and the Make A Difference Day in October. We have an annual volunteer activity in conjunction with Christ Lutheran Church and we coordinate additional grave grooming and installation events with the city. We hold our meetings at historic Fort Steilacoom, and we have shared the information table at Summerfest with the Lakewood Historical Society and have been at the Steilacoom Farmers Market. We had an information table at the January event in Fort Steilacoom Park. We had fundraisers at the Lakewood MOD pizza and Carr's Restaurant. We provide volunteer opportunities for scouts, including Eagle Scout projects. We are rebuilding a relationship with Mountain View Cemetery and Crematorium.

13. Capital Projects Budget

Note: A capital project requires a proportional degree of city ownership in the facility. Therefore, capital projects where there is no city ownership are not eligible to receive funding.

Supporting the Capital Expenditures and/or Operation of City Tourism-Related Facilities

FUNDING/TIMELINE	Responsible Parties, Methods, Means	Begin (Dates or Periods)	End (Dates or Periods)	Amount Requested From Lodging Funds	Other Funds Committed or Proposed*	TOTALS

Design & Inspection				\$	\$	\$
Other Consultants				\$	\$	\$
Permits & Fees				\$	\$	\$
Land Acquisition				\$	\$	\$
Site Development & Landscape				\$	\$	\$
Buildings (New Construction)				\$	\$	\$
Building Renovations (Includes Access)				\$	\$	\$
Other (Specify) <i>Insurance is not an eligible cost.</i>				\$	\$	\$
TOTAL				\$	\$	\$

*If other funds are committed, please attach a letter of commitment from the funding source.

14. Certification

The applicant hereby certifies and confirms:

1. That it does not now nor will it during the performance of any contract resulting from this proposal unlawfully discriminate against any employee, applicant for employment, client, customer, or other person(s) by reason of race, ethnicity, color, religion, age, gender, national origin, or disability;
2. That it will abide by all relevant local, state, and federal laws and regulations;
3. That it has read and understands the information contained in this application for funding and is in compliance with the provisions thereof, and;
4. That the individual signing below has the authority to certify to these provisions for the applicant organization, and declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used for the purposes set forth herein.

Primary Signature:



Printed Name & Title of Chief Administrator/Authorizing Official

Date

15. E-Verify Requirements for Contractors & Certification

By Ordinance, the City of Lakewood requires that all contractors who enter into agreements to provide services or products to the City use the Department of Homeland Security's E-Verify system when hiring new employees for the term of the contract.

E-Verify is an electronic system designed to verify the documentation of job applicants. It is run by the Department of Homeland Security.

Who is affected?

- All contractors doing business for the City of Lakewood.
 - There is no minimum dollar value for contracts affected.
- All subcontractors employed by the general contractor on these contracts.

Are there exceptions?

- Contracts for "Commercial-Off-The-Shelf" items are exempted from this requirement.
- Individuals, Companies, or other organizations that do not have employees.

How long must the contractor comply with the E-Verify system?

- For at least the term of the contract.

Are there other stipulations?

- E-Verify must be used ONLY for NEW HIRES during the term of the contract. It is NOT to be used for EXISTING EMPLOYEES.
- E-Verify must be used to verify the documentation of ANY new employee during the term of the contract, not just those directly or indirectly working on deliverables related to the City of Lakewood contract.

How will the City of Lakewood check for compliance?

- All contractors will retain a copy of the E-Verify Memorandum of Understanding that they execute with the Department of Homeland Security AND
- Sign and submit to the City an Affidavit of Compliance with their signed contract.
- All General Contractors will be required to have their subcontractors sign an Affidavit of Compliance and retain that Affidavit for 4 years after end of the contract.
- The City of Lakewood has the right to audit the Contractor's compliance with the E-Verify Ordinance.

Further information on E-Verify can be found at the following website: <https://www.e-verify.gov>

If you have questions about the City's E-Verify Ordinance, please contact the City of Lakewood's legal department prior to contracting with the City.

CITY OF LAKEWOOD

AFFIDAVIT OF COMPLIANCE WITH LAKEWOOD MUNICIPAL CODE 1.42
"E-VERIFY"

As the person duly authorized to enter into such commitment for

Grave Concerns Association

COMPANY OR ORGANIZATION NAME

I hereby certify that the Company or Organization named herein will

(Check one box below)

☒ Be in compliance with all of the requirements of City of Lakewood Municipal Code Chapter 1.42 for the duration of the contract entered into between the City of Lakewood and the Company or Organization.

- OR -

☐ Hire no employees for the term of the contract between the City and the Company or Organization.



Signature

_Laurel Lemke, Chairperson Grave Concerns Association_____
Print Name and Title

August 21, 2023

Date



Department of the Treasury
Internal Revenue Service
Tax Exempt and Government Entities
P.O. Box 2508
Cincinnati, OH 45201

GRAVE CONCERNS ASSOCIATION
PO BOX 98445
LAKEWOOD, WA 98496-8445

Date:
05/26/2021
Employer ID number:
31-1792807
Person to contact:
Name: Customer Service
ID number: 31954
Telephone: 877-829-5500
Accounting period ending:
December 31
Public charity status:
170(b)(1)(A)(vi)
Form 990 / 990-EZ / 990-N required:
Yes
Effective date of exemption:
May 15, 2015
Contribution deductibility:
Yes
Addendum applies:
No
DLN:
26053427001991

Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3). Donors can deduct contributions they make to you under IRC Section 170. You're also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

Organizations exempt under IRC Section 501(c)(3) are further classified as either public charities or private foundations. We determined you're a public charity under the IRC Section listed at the top of this letter.

Based on the information you submitted with your application, we approved your request for reinstatement under Revenue Procedure 2014-11. Your effective date of exemption, as listed at the top of this letter, is retroactive to your date of revocation.

If we indicated at the top of this letter that you're required to file Form 990/990-EZ/990-N, our records show you're required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990-N, the e-Postcard). If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

For important information about your responsibilities as a tax-exempt organization, go to www.irs.gov/charities. Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

Sincerely,

Stephen A. Martin

Stephen A. Martin
Director, Exempt Organizations
Rulings and Agreements

GRAVE CONCERNS ASSOCIATION
BALANCE SHEET
08/21/2023

ASSETS

CURRENT ASSETS

Cash:	\$7,972.61
Accounts Receivable:	\$0.00
Inventory:	\$500.00
Prepaid Expenses:	\$0.00
Notes Receivable:	\$0.00
Other Current Assets:	\$0.00
TOTAL CURRENT ASSETS:	\$8,472.61

FIXED ASSETS

Long-Term Investments:	\$0.00
Land:	\$0.00
Building:	\$0.00
<i>Accumulated Building Depreciation:</i>	(\$0.00)
Machinery and Equipment:	\$0.00
<i>Accumulated Machinery and Equipment Depreciation:</i>	(\$0.00)
Furniture and Fixtures:	\$0.00
<i>Accumulated Furniture and Fixtures Depreciation:</i>	(\$0.00)
Other Fixed Assets:	\$0.00
NET FIXED ASSETS:	\$0.00

OTHER ASSETS

Goodwill:	\$0.00
-----------	--------

TOTAL ASSETS: **\$8,472.61**

LIABILITIES & EQUITY

CURRENT LIABILITIES

Accounts Payable (A/P):	\$0.00
Accrued Wages:	\$0.00
Accrued Payroll Taxes:	\$0.00
Accrued Employee Benefits:	\$0.00
Interest Payable:	\$0.00
Short-Term Notes:	\$0.00
Current Portion of Long-Term Debt:	\$0.00
TOTAL CURRENT LIABILITIES:	\$0.00

LONG-TERM LIABILITY

Mortgage:	\$0.00
Other Long-Term Liabilities:	\$0.00
TOTAL LONG-TERM LIABILITIES:	\$0.00

Please make sure that Total Assets equal Total Liabilities and Equity in your balance sheet. If the difference the two sides of the balance sheet is greater than 0, please review the values entered.

TOTAL ASSETS:	\$8,472.61
-	
TOTAL LIABILITIES & EQUITY:	\$0.00
	\$8,472.61

Cynthia Pearce, GCA Treasurer

STATE of WASHINGTON



SECRETARY of STATE

I, SAM REED, Secretary of State of the State of Washington and custodian of its seal, hereby issue this

CERTIFICATE OF INCORPORATION

to

GRAVE CONCERNS ASSOCIATION

a Washington Non Profit corporation. Articles of Incorporation were filed for record in this office on the date indicated below.

UBI Number: 602 128 323

Date: June 13, 2001



Given under my hand and the Seal of the State of Washington at Olympia, the State Capital

A handwritten signature of Sam Reed in cursive script.

Sam Reed, Secretary of State 2-956115-6

Grave Concerns Association Plan Meeting

11 July 2023

Fort Steilacoom Park

Attendees: Laurel Lemke, Larae Liddle, Fred Feller, John Huber, Rosemary Chaput, James Nichols, Cyndie Pierce and Suzie Stark

Treasurer's Report:

Checking: \$7,705.80

Savings: \$2,603.97

Petty Cash: \$284.50

Total on Hand: \$10,594.27

Donations since May 2023 meeting: \$100 from Ehrengard Ward

Expenses: \$20 WA Secretary of State Annual Report

Note: Mod Pizza had 289.54 in food purchases that netted GCA \$57.91.

Old Business:

1. Ordered 32 markers for July + 38 more for October estimating \$10,514-5,600 (70 markers total) = Estimated \$4,914. Larae will email Nathan (Pacific Monument Co.) for to confirm order for 32 and 1x1- ***Update: Confirmed arrival and processing!
2. Carol suggested moving our storage to the east end of the barn near the entrance due to safety concerns. Fred Feller and Bob are interested in building a storage locker for our supplies.
3. Laurel will touch base with Lakewood Rotary and request another grant as Fred Feller also suggested he will reach out to LDS Humanitarian for a grant for GCA.
4. Lodging Tax grant for this year. City of Lakewood will reimburse. Bid for \$1,000 for production video and \$4,000 for brochures that need to be designed. We learned that the Historic Fort Steilacoom funds their website through Lakewood Lodging Tax grants, we will add funding to build a website to our lodging tax grant proposal this year and assistance with marketing in general. Chris Staudinger (Pretty Gritty Tours) may help with website which is "3 years out-of-date but still in business."

New Business:

1. Rosemary offered to help Larae with researching death certificate information and also helping promote GCA's mission at info booths during some farmer's markets.
2. Larae will contact the POC: Nicole York of Parks Dept to find out about enlarging the gate and progress of movement of shed.
3. Rosemary connected with a Nicole Scott Beanwater Espresso (beanwater2018@gmail.com) www.beanwaterespresso.com as a supporter willing to help with a fundraiser. Cyndie also connected with a hair salon staff member for adding a donation jar to their shop.

4. Fred Feller confirms about 40 youth volunteers for the grave installation event on July 22. James offered help with movement of markers with his truck. Larae will have a list of numbers and Bob will make a map and mark the graves. John will bring extra tables and liability sign in sheets.

Announcements:

1. Next meeting August 7th before Garage Sale August 12th at Karen's house on Starling 9am to 4pm. Possible Craft party beforehand at Laurel's.
2. Historical Fort Steilacoom is open 1st Sunday 1 to 4pm,
Steilacoom Museum (downtown) is open Saturday and Sundays 1 to 5pm,
Lakewood Farmers Market Tuesdays from 2 to 7pm at Fort Steilacoom Park,
& Steilacoom Farmer's Market Wednesdays 3 to 7pm in Downtown Steilacoom.

Grave Concerns Association Board of Directors, August 2023

Chairperson: Laurel Lemke

253-376-5086

10211 Filbert Street SW

Lakewood, WA 98498

Vice Chairperson: Carol Slaughter

13281 Pohl Road

Vashon Island, WA 97070

Secretary: Suzy Stark

253-414-2584

62 Silver Beach Road

Steilacoom, WA 98388

Grave Concerns Association Marketing Plan Summary 2023 -2024

The Grave Concerns Association continues to have ongoing needs to publicize our monthly planning meetings, grave grooming activities on the second Saturdays of April, May, June, July and September), major installations (Park Appreciation Day in April, Make Difference Day in October), specific fundraising events and when we table at community events. We rely on the following to publicize our activities:

1. Word of mouth: our members and friends are our greatest referrals, making personal invitations and sharing announcements at other organizations where we are involved. Some members share generic business cards and printed documents.
2. Emails: We send out emails to our members to alert them to meetings and volunteer activities.
3. Facebook: We use our Facebook page to publicize and document our events and have shared events to other pages such as the Heritage League page. We could use funds to boost an event promotion, one member donates this occasionally.
4. Media outreach: we have worked with local reporters for stories (KOMO, KNKX, KBTC, Steve Dunkelberger) and have submitted items to the Suburban Times.
5. JustServe: we have partners who help publicize our events at this website to solicit volunteers.
6. Distribution of 2012 Lakewood Lodging Tax maps: we still have some copies to share which provide good detail and historical information, but out of date contact information.

Operating Budget for 2024 Lodging Tax Grant.

We are requesting \$10,000. The funds would be first applied to the creation of an updated website. Remaining funds would be applied toward the production and printing of postcards, brochures and a event that would highlight the Documentary that is being produced this year with Lakewood Lodging Tax Grant Funds

August 21, 2024

City of Lakewood

Lakewood City Hall

6000 Main Street SW

Lakewood, WA 98499

Dear Lodging Tax Advisory Committee,

The board of directors and volunteers for the Grave Concerns Association have approved that I submit a lodging tax grant application which would contract our organization with the City of Lakewood Lodging Tax in matters related to the lodging tax grant for 2024. I received support from our treasurer, Cyndie Pearce while preparing our documents.

Sincerely,

A handwritten signature in black ink, appearing to read "Laurel Lemke". The signature is fluid and cursive, with a large initial "L" and a long, sweeping underline.

Laurel Lemke, Chair Grave Concerns Association

10211 Filbert Steet SW

Lakewood, WA 98498

253-376-5086

7. APPLICATION FOR FISCAL YEAR 2024 LTAC GRANT FUNDING

1a. Project Information

Project Name: Commemorating the 175th Anniversary of Fort Steilacoom's Founding

Amount of Lodging Tax Funding Requested: \$ 15,000
(Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")

Total Project Cost: \$17,000
(Total Project Amount must match Project Budget column c "Total Project Cost")

1b. Applicant Organization

Name of Applicant Organization: Historic Fort Steilacoom Association

Mailing Address: P.O. Box 88447
Steilacoom, WA 98388
LOCATION: 9601 Steilacoom Blvd SW, Lakewood, WA

Tax ID Number: 91-1240261

Organization Unified Business Identifier (UBI) C601246870
UBI Expiration Date: 30 June 2024

Type of Organization: Non-profit 501 (C) 3
(Non-profit, For-profit, Municipality, Private business, etc.)

1c. Contact:

Name: Joseph W. Lewis

Title: Secretary

Telephone: 253-226-2322

Email: info@historicfortsteilacoom.org

Signature: 

The signatory declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used only for the purposes set forth herein, and verifies that all the information contained in this application is valid and true to the best of his/her knowledge.

2. Project Description

- a. Event Date(s): The entire year 2024
- b. Event Location: 9601 Steilacoom Blvd SW, on the campus of Western State Hospital
- c. If there is a charge or fee for this activity, please describe how much and why.

Admission for special events and tours of our historic buildings costs \$5 per adult, \$3 for children over age 6, with a maximum charge of \$10 per family unit. Revenue pays for maintenance expenses.

- d. Please provide a detailed, yet concise **scope of work (mandatory)** and/or proposed project/activity. Include information on the area the project will serve, its expected impact and list the responsible party(s).

The U.S. Army leased a Hudson Bay Company farm in 1849 and established the first post to protect American settlers in the Puget Sound region. Our marketing campaign will make everyone aware that Lakewood is the home of the oldest military presence in the state. The activity will feature our website, social media, and digital newsletter telling the public how different stakeholders reacted to the military. Local/regional heritage organizations will provide distribution outlets for our color brochures. Marketing responsibility rests with the officers and directors who address content and implementation at monthly board meetings.

3. Beneficiaries

Please list and provide specific information regarding all individuals, businesses, areas, or organizations that will directly benefit from the project/activity.

Lakewood restaurants benefit from all types of visitors. Gas stations benefit since almost all visitors drive some type of vehicle. Pierce Transit benefits since its buses service the hospital campus for visitors not wishing to drive. Local lodging is needed by visitors arriving from distant parts of WA and from out of state. Our museum will receive more revenue from ticket sales and gift shop purchases.

4. Goals/Monitoring

Describe the goals of the project. Will the project result in an increase in overnight stays by visitors in Lakewood? If so, how will this increase be tracked and monitored? How will an increase in the sale of goods and services as a result of the project be measured? What other short or long-term economic benefits will occur and how will that be tracked? Why do you believe those project/activity outcomes are feasible?

Note - Applicants will be required to submit a post-funding report providing pertinent data evaluating tourism benefits resulting from the use of lodging tax funds as compared with the estimates contained in this application.

Our overall goal is to raise awareness of Fort Steilacoom and Lakewood as an attractive destination. Our marketing in conjunction with comparable efforts by other heritage organizations should increase overnight stays in Lakewood. The most accurate tracking and monitoring could be accomplished upon registration at local hotels. Guests could be invited to share the reason for their visit. Our visitors sign a guestbook providing

name and hometown. This info provides the basis of our post-funding report. However, some visitors may stay with family or friends, and we have no means of tracking that variable. Achieving our goal is feasible because people will want to see a military venue established 175 years ago in 1849.

5. Estimate how the funds will increase the amount of people traveling to Lakewood to stay overnight in paid accommodations.

Visitors may be persuaded to plan an overnight stay they realize there are more heritage venues than one can visit in a single day. In addition to Fort Steilacoom. There is the Lakewood History Museum, the Grave Concerns cemetery, the JBLM museums, and the Steilacoom Historical Museum. The collaborative brochure, Museums & More, features the historical attractions of the Lakes District and could entice a visitor to spend a weekend in Lakewood.

6. Estimate how the funds will increase the amount of people traveling to Lakewood from more than 50 miles from their residences.

Much of our funding will boost our social media posts that promote special events. The computer application Eventbrite allows visitors to purchase tickets in advance and guarantees a tour reservation. The contact function that is monitored daily at our website makes it easy for potential visitors to obtain info about our museum.

7. Estimate how the funds will increase the amount of people traveling to Lakewood from outside their state or country.

The responses to questions 5 & 6 are also applicable here. Anyone interested in the American Civil War can see at Fort Steilacoom the weapons, uniforms, and equipment used in that conflict.

8. Funding Requirements

Due to funding constraints, partial funding may be recommended by the LTAC. If partial funding is received, how will that impact the project/activity? Please describe:

Partial funding would reduce our online promotional efforts and website improvements. Some special events marking the 175th anniversary would be cancelled or reduced in scope.

9. Use of Funds

Provide detail on how the funds will be used. For example, \$20,000 of the funds will be used for marketing, \$5,000 for administration, \$10,000 for Consultants, etc.

\$4,000 for social media, \$3,000 for website enhancements, \$3,000 for events, \$3,000 for printing, and \$2,000 for exhibits.

10. Project Budget (for non-capital projects). Do not include in-kind contributions.

Income: A diversified funding base is important to the success of any project. Please list all other sources of funding for the project, both anticipated and confirmed and when that funding will be available to the project. Include your own funding, sponsorships, other grants, etc.

Funding Source: List all revenue sources anticipated for 2024. Do not include requested Lodging Tax Funds	Amount	Confirmed? Yes/No	Date Available
Member Dues & Activities Revenue	\$2,000	Yes	July 2024
	\$		
	\$		
	\$		
	\$		
	\$		
	\$		

Expenses: Based on full funding, please list project costs.

Note: Certain expenses may not be reimbursable, at the sole discretion of the City of Lakewood.

You will only be reimbursed at the authorized rates. Insurance is not an eligible cost.

	a. Lodging Tax Funds Requested *	b. Other Funds (Do not include "in-kind" dollars)	c. Total Project Cost **
Personnel (salaries & benefits)	\$	\$	\$
Administration (rent, utilities, postage, supplies, janitorial services, etc.)	\$	\$500	\$500
Marketing/Promotion	\$8,000	\$1,500	\$9,500
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	\$	\$	\$
Minor Equipment (computers, desks, etc.)	\$	\$	\$
Travel	\$	\$	\$
Contract Services Describe below	\$5,000	\$	\$5,000
Other Describe below	\$2,000	\$	\$2,000
TOTAL COST	\$15,000	\$2,000	\$17,000
Description for Direct Sales Activities, Contract Services, Travel and Others	Contracts for upgrades to website/social media accounts and guest speaker's honorarium. Other: 175th anniversary exhibit.		
In-Kind Contributions			

**Amount in column a "Lodging Tax Funds Requested" must match "Amount of Lodging Tax Funding Requested" under 1a of application. ** Amount in column c "Total Project Cost" must match "Total Project Cost" under 1a of application.*

11. Funding History

a. Was this project funded with Lakewood lodging tax funds in fiscal year 2023? ☒ Yes ☐ No

b. If you answered yes to 11a, how much funding did you receive in 2023? \$12,000

c. If you answered no to 11a, what is the last year Lakewood funding was received and how much?

Year Amount awarded

☐ No previous funding

11d. Indicate what efforts have been made to access funding from additional sources?

Our all-volunteer organization relies on member dues, donations, ticket sales for tours and special events, and sales in our museum store. We receive funding from the Fred Meyer Community Rewards program. The end of the Amazon Smile program did away with that revenue source. Most of our limited funds have been used for building repairs and frequent service visits for our security alarm system.

12. Coordination and Collaboration

Please provide information about any other organizations or agencies involved in this project/activity. Describe their level of involvement. Describe how this project coordinates with other tourism promotion efforts or services in the area, including Chambers of Commerce, local festivals, local lodging and restaurants. You may attach up to three letters of support from these organizations.

Our mission statement is: Sharing and preserving the first U.S. Army in the Puget Sound region with museum guests. We receive valuable support from local reenactor organizations, specifically, Fort Nisqually, the 4th U.S., and the 20th Maine in providing living history interpretation at our events. We promote the activities of the Lakewood Historical Society and the Grave Concerns Association. We also host meetings of the local chapter of the Sons of Union Veterans of the Civil War and a historical battles wargaming club.

Every 4th of July we operate a booth in the Steilacoom street fair where our outreach efforts inform hundreds of visitors about the fort and its location on the campus of Western State Hospital in Lakewood. Our affiliate membership in the Washington State Historical Society enables us to display our brochures in the state museum and have our website link on the WSHS website. As a member of the South Sound Heritage Association, we distribute our promotional materials to museum reps from Lewis, Mason, Thurston, and Pierce counties. We continue our membership in the Heritage League of Pierce County, a convenient forum for coordination with other area museums.

HFSA is enrolled in the Blue Star Museum program that provides free admission to active-duty military and family members during the summer season. To show our support for active-duty military, we have extended free admission for the entire year.

HFSA is a member of the Lakewood Chamber of Commerce where we can learn about issues affecting local businesses.

We want to continue partnering with all heritage organizations to promote our museum and the City of Lakewood. We will be seeking input from everyone on ways to commemorate the 175th anniversary of the fort's establishment.

13. Capital Projects Budget

Note: A capital project requires a proportional degree of city ownership in the facility. Therefore, capital projects where there is **no city ownership are not eligible** to receive funding.

Supporting the Capital Expenditures and/or Operation of City Tourism-Related Facilities

FUNDING/TIMELINE	Responsible Parties, Methods, Means	Begin (Dates or Periods)	End (Dates or Periods)	Amount Requested From Lodging Funds	Other Funds Committed or Proposed*	TOTALS
Design & Inspection				\$	\$	\$
Other Consultants				\$	\$	\$
Permits & Fees				\$	\$	\$
Land Acquisition				\$	\$	\$
Site Development & Landscape				\$	\$	\$
Buildings (New Construction)				\$	\$	\$
Building Renovations (Includes Access)				\$	\$	\$
Other (Specify) <i>Insurance is not an eligible cost.</i>				\$	\$	\$
TOTAL				\$	\$	\$

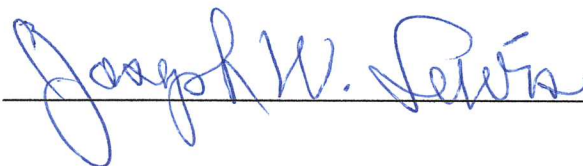
*If other funds are committed, please attach a letter of commitment from the funding source.

14. Certification

The applicant hereby certifies and confirms:

1. That it does not now nor will it during the performance of any contract resulting from this proposal unlawfully discriminate against any employee, applicant for employment, client, customer, or other person(s) by reason of race, ethnicity, color, religion, age, gender, national origin, or disability;
2. That it will abide by all relevant local, state, and federal laws and regulations;
3. That it has read and understands the information contained in this application for funding and is in compliance with the provisions thereof, and;
4. That the individual signing below has the authority to certify to these provisions for the applicant organization, and declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used for the purposes set forth herein.

Primary Signature:



Joseph W. Lewis, Secretary

Printed Name & Title of Chief Administrator/Authorizing Official

Date

8/18/23

15. E-Verify Requirements for Contractors & Certification

By Ordinance, the City of Lakewood requires that all contractors who enter into agreements to provide services or products to the City use the Department of Homeland Security's E-Verify system when hiring new employees for the term of the contract.

E-Verify is an electronic system designed to verify the documentation of job applicants. It is run by the Department of Homeland Security.

Who is affected?

- All contractors doing business for the City of Lakewood.
 - There is no minimum dollar value for contracts affected.
- All subcontractors employed by the general contractor on these contracts.

Are there exceptions?

- Contracts for "Commercial-Off-The-Shelf" items are exempted from this requirement.
- Individuals, Companies, or other organizations that do not have employees.

How long must the contractor comply with the E-Verify system?

- For at least the term of the contract.

Are there other stipulations?

- E-Verify must be used ONLY for NEW HIRES during the term of the contract. It is NOT to be used for EXISTING EMPLOYEES.
- E-Verify must be used to verify the documentation of ANY new employee during the term of the contract, not just those directly or indirectly working on deliverables related to the City of Lakewood contract.

How will the City of Lakewood check for compliance?

- All contractors will retain a copy of the E-Verify Memorandum of Understanding that they execute with the Department of Homeland Security AND
- Sign and submit to the City an Affidavit of Compliance with their signed contract.
- All General Contractors will be required to have their subcontractors sign an Affidavit of Compliance and retain that Affidavit for 4 years after end of the contract.
- The City of Lakewood has the right to audit the Contractor's compliance with the E-Verify Ordinance.

Further information on E-Verify can be found at the following website: <https://www.e-verify.gov>

If you have questions about the City's E-Verify Ordinance, please contact the City of Lakewood's legal department prior to contracting with the City.

CITY OF LAKEWOOD

AFFIDAVIT OF COMPLIANCE WITH LAKEWOOD MUNICIPAL CODE 1.42
"E-VERIFY"

As the person duly authorized to enter into such commitment for

Historic Fort Steilacoom Association _____

COMPANY OR ORGANIZATION NAME

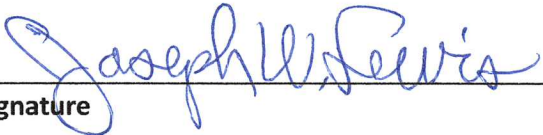
I hereby certify that the Company or Organization named herein will

(Check one box below)

☒ Be in compliance with all of the requirements of City of Lakewood Municipal Code Chapter 1.42 for the duration of the contract entered into between the City of Lakewood and the Company or Organization.

- OR -

☐ Hire no employees for the term of the contract between the City and the Company or Organization.


Signature _____

Joseph W. Lewis, Secretary _____
Print Name and Title

August 18, 2023 _____
Date

P O BOX 2350 ROOM 5127 ATTN: E.O.
LOS ANGELES, CA 900532350

Date: MAR. 27, 1989

HISTORIC FORT STEILACOMM
PO BOX 94095
FORT STEILACOMM, WA 98494

Employer Identification Number:
91-1240261
Case Number:
959076018
Contact Person:
JULES, NORMA JEAN
Contact Telephone Number:
(213) 894-4553

Our Letter Dated:
Oct. 16, 1984
Caveat Applies:
No

Dear Applicant:

This modifies our letter of the above date in which we stated that you would be treated as an organization which is not a private foundation until the expiration of your advance ruling period.

Based on the information you submitted, we have determined that you are not a private foundation within the meaning of section 509(a) of the Internal Revenue Code, because you are an organization of the type described in section 509(a)(1) and 170(b)(1)(A)(vi). Your exempt status under section 501(c)(3) of the code is still in effect.

Grantors and contributors may rely on this determination until the Internal Revenue Service publishes a notice to the contrary. However, a grantor or a contributor may not rely on this determination if he or she was in part responsible for, or was aware of, the act or failure to act that resulted in your loss of section 509(a)(1) status, or acquired knowledge that the Internal Revenue Service had given notice that you would be removed from classification as a section 509(a)(1) organization.

Because this letter could help resolve any questions about your private foundation status, please keep it in your permanent records.

If the heading of this letter indicates that a caveat applies, the caveat below or on the enclosure is an integral part of this letter.

If you have any questions, please contact the person whose name and telephone number are shown above.

Sincerely yours,

Frederick C. Nielsen
District Director

Date: OCT 16 1984

Historic Fort Steilacoom
P.O. Box 94095
Fort Steilacoom, WA 98494

Employer Identification Number:
91-1240261
Accounting Period Ending:
December 31
Foundation Status Classification:
509(a)(1) and 170(b)(1)(A)
Advance Ruling Period Ends:
December 31, 1988
Person to Contact:
Ellen Oliver
Contact Telephone Number:
(206) 442-5106

Dear Applicant:

Based on information supplied, and assuming your operations will be as stated in your application for recognition of exemption, we have determined you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code.

Because you are a newly created organization, we are not now making a final determination of your foundation status under section 509(a) of the Code. However, we have determined that you can reasonably be expected to be a publicly supported organization described in section 509(a)(1) and 170(b)(1)(A)(vi).

Accordingly, you will be treated as a publicly supported organization, and not as a private foundation, during an advance ruling period. This advance ruling period begins on the date of your inception and ends on the date shown above.

Within 90 days after the end of your advance ruling period, you must submit to us information needed to determine whether you have met the requirements of the applicable support test during the advance ruling period. If you establish that you have been a publicly supported organization, you will be classified as a section 509(a)(1) or 509(a)(2) organization as long as you continue to meet the requirements of the applicable support test. If you do not meet the public support requirements during the advance ruling period, you will be classified as a private foundation for future periods. Also, if you are classified as a private foundation, you will be treated as a private foundation from the date of your inception for purposes of sections 507(d) and 4940.

Grantors and donors may rely on the determination that you are not a private foundation until 90 days after the end of your advance ruling period. If you submit the required information within the 90 days, grantors and donors may continue to rely on the advance determination until the Service makes a final determination of your foundation status. However, if notice that you will no longer be treated as a section 509(a)(1) organization is published in the Internal Revenue Bulletin, grantors and donors may not rely on this determination after the date of such publication. Also, a grantor or donor may not rely on this determination if or she was in part responsible for, or was aware of, the act or failure to act that resulted in your loss of section 509(a)(1) status, or acquired knowledge that the Internal Revenue Service had given notice that you would be removed from classification as a section 509(a)(1) organization.

(over)

21347
P.O. Box 21224, Seattle, WA 98111

Letter 1045(DO)

change, please let us know. Also, you should inform us of any change in your exempt status and foundation status. Also, you should inform us of any change in your name or address.

As of January 1, 1984, you are liable for taxes under the Federal Insurance Contributions Act (social security taxes) on remuneration of \$100 or more you pay to each of your employees during a calendar year. You are not liable for the tax imposed under the Federal Unemployment Tax Act (FUTA).

Organizations that are not private foundations are not subject to the excise taxes under Chapter 42 of the Code. However, you are not automatically exempt from other Federal excise taxes. If you have any questions about excise, employment, or other Federal taxes, please let us know.

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for Federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

You are required to file Form 990, Return of Organization Exempt from Income Tax, only if your gross receipts each year are normally more than \$25,000. If a return is required, it must be filed by the 15th day of the fifth month after the end of your annual accounting period. The law imposes a penalty of \$10 a day, up to a maximum of \$5,000, when a return is filed late, unless there is reasonable cause for the delay.

You are not required to file Federal income tax returns unless you are subject to the tax on unrelated business income under section 511 of the Code. If you are subject to this tax, you must file an income tax return on Form 990-T, Exempt Organization Business Income Tax Return. In this letter, we are not determining whether any of your present or proposed activities are unrelated trade or business as defined in section 513 of the Code.

You need an employer identification number even if you have no employees. If an employer identification number was not entered on your application, a number will be assigned to you and you will be advised of it. Please use that number on all returns you file and in all correspondence with the Internal Revenue Service.

Because this letter could help resolve any questions about your exempt status and foundation status, you should keep it in your permanent records.

If you have any questions, please contact the person whose name and telephone number are shown in the heading of this letter.

Sincerely yours,



District Director

th/0220Z

Letter 1045C



2024 Marketing Plan

Goal:

Inform the public that Lakewood is the home of Fort Steilacoom, an Army post founded 175 years ago in 1849!

Objectives:

- Attract visitors who live over 50 miles from Lakewood
- Increase attendance at events and gain new members
- Seek out potential cultural tourists via the internet
- Encourage residents to bring out of town visitors to Fort Steilacoom

Means of Accomplishment:

- On line – use the website to convey info to history buffs about the Lakewood area’s contributions to the heritage of Washington
- Social Media – use Facebook and Instagram to promote fort activities by expanding audience engagement and boosting audience reach
- Brochures – display in locations frequented by people interested in history thereby increasing awareness of Lakewood as a place to visit
- Museum Gift Shop – sell clothing and souvenirs featuring Lakewood
- Special Events – provide programs focusing on the 175th anniversary that attract living history enthusiasts to Lakewood

**HISTORIC FORT STEILACOOM ASSOCIATION
2024 PROVISIONAL BUDGET**

<u>Category Description</u>	<u>Budget</u>
INFLOWS	
Donations	3,000
Dues	2,100
Events	1,300
Gift Shop Sales	1,000
Lakewood Grant	15,000
Other Grants	<u>1,600</u>
TOTAL INFLOWS	24,000
OUTFLOWS	
Administrative Supplies	200
Event Costs	1,500
Gift Shop Inventory	750
Insurance	2,000
Library	500
Maintenance	1,500
Non-designated	100
Postage	100
Printing	1,600
Social Media	5,000
Special 175 th Anniversary Exhibit	2,000
Three Newsletters	4,000
Taxes & Permits	750
Website	<u>4,000</u>
TOTAL OUTFLOWS	24,000
OVERALL TOTAL	<u>0</u>

Historic Fort Steilacoom
Balance Sheet
As of July 31, 2022

Assets

Cash-Unrestricted		
Operating Funds	16,821.56	
Franklin Investments	<u>35,529.29</u>	
Total Unrestricted	52,350.85	
Cash-Restricted		
Gift Shop	166.00	
Library Funds	1,025.15	
Co A Funds	143.57	
Grants	<u>0.00</u>	
Total Restricted	1,334.72	
Fixed Assets		
Building #1	1,263.43	
Building #2	20,805.53	
Building #3	15,443.11	
Building #4	<u>22,987.78</u>	
Total Buildings	60,499.85	60499.85
Security	350.00	52350.85
Cannon Project	20,872.56	1334.72
Cannon Shelter	1,980.20	350
		20872.56
Interpretive Center		1980.2
Audio-visual Equipment	11,614.58	23756.05
Program Development	5,514.59	6993.13
Displays & Equipment	<u>6,626.88</u>	17000.58
Total Interpretive Center	23,756.05	185137.94
Company M Assets		
Cannon	5,000.00	
Tents & Equipment	700.00	
Uniforms	600.00	
Cannon Trailer	<u>693.13</u>	
Total Company M Assets	6,993.13	
Other Fixed Assets		
Computers	1,500.00	
Historic Furniture	4,596.78	
Furniture, Equipment	2,798.49	
Reenactor uniforms	506.17	

Merchandise Inventory	2,599.14
Marketing & Website	<u>5,000.00</u>
Total Other Fixed Assets	<u>17,000.58</u>

Total Assets	<u>#####</u>
--------------	--------------

Liabilities & Fund Balance

Liabilities	0
Fund Balance	<u>185137.9</u>
	185137.9

Total Liabilities & Fund Balance	<u>185137.9</u>
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FILED
JUN 14 1983

ARTICLES OF INCORPORATION

SECRETARY OF STATE
STATE OF WASHINGTON

The undersigned, for the purpose of forming a corporation under the non profit laws of the state of Washington, (RCW24.03) states the following:

ARTICLE I

The name of the corporation shall be Historic Fort Steilacoom

ARTICLE II

The term of existence shall be Perpetual

ARTICLE III

The purposes for which the corporation is organized are as follows (1) work toward completion of both the exterior and interior restoration of the four office quarters at Fort Steilacoom located on the grounds of Western Washington S Hospital; (2) to find or develop non-profit uses for the available space; (3) to manage the property after restoration has been completed. This will be achieved through a lease of the property from the Washington State Department of Social and Health Services. The property is located in Pierce County, Washington.

ARTICLE IV

The name of the registered agent of the corporation is Cyrus Happy, III

The registered office address, which is also the address of the registered agent, is 11617 Gravelly Lake Drive S.W., Tacoma, Washington 98499

CONSENT TO APPOINTMENT AS REGISTERED AGENT

I, Cyrus Happy, III, hereby consent to serve as registered agent, in the state of Washington, for the corporation herein named. I understand that as agent for the corporation, it will be my responsibility to receive Service of Process in the name of the corporation; to forward all mail to the corporation; and to immediately notify the office of the Secretary of State in the event of my resignation or of any change in the registered office address of the corporation for which I am agent.

8 June 1983
(Dated)

Cyrus Happy, III
(Signature of Registered Agent)

ARTICLE V

There shall be four directors serving as the initial Board of directors. Their names and addresses are as follows:

Cyrus Happy, III, President

11617 Gravelly Lake Dr. S.W., Tacoma

Beverly Bills, Vice Pres.

11819 Clover Creek Dr. S.W., Tacoma

Bette Bradley, Secretary

1015 Rowell, Steilacoom

Helen Pool, Treasurer

P.O. Box 44532, Parkland

(See Reverse Side)



ARTICLES OF INCORPORATION
OF
Historic Fort Steilacoom

ARTICLE VI

In the event of the dissolution of the corporation, the net assets are to be distributed as follows: The dissolution of the net assets of the corporation will be determined as a part of the lease arrangement with the Department of Social and Health Services and will for forwarded as an amendment to these Articles of Incorporation.

ARTICLE VII

The name and address of each incorporator is as follows:

Caroline Gallacci
(signature of incorporator)
Caroline Gallacci, Project
Manager

Pierce County Planning Department
(address)
2401 South 35th Street, Room 6
Tacoma, WA 98409



STATE of WASHINGTON SECRETARY of STATE

I, Ralph Munro, Secretary of State of the State of Washington and custodian of its seal, hereby issue this

CERTIFICATE OF INCORPORATION

to

HISTORIC FORT STEILACOOM

a Washington non profit corporation. Articles of Incorporation were filed for record in this office on the date indicated below.

Corporation Number: 2-333782-7

Date: June 14, 1983



Given under my hand and the seal of the State of Washington, at Olympia, the State Capitol.

Ralph Munro, Secretary of State

Historic Fort Steilacoom Association

Meeting Minutes
July 18, 2023

Opening

The regular meeting of the Historic Fort Steilacoom Board of Directors was conducted on the Zoom platform hosted by Vice President Elizabeth Korsmo and convened at 6:27 p.m. once a quorum was reached.

Participants:

Joe Lewis, Tom Melberg, Claire Keller-Scholz, Gideon Pete, Austin Rice, and Charlotte Basch.

The agenda was approved as amended.

Approval of Minutes and Treasurer's Report

The minutes of the June meeting were approved. Correspondence since the last meeting included 4th of July Steilacoom street fair details, the \$849 bill for the renewal of our general liability (trip & fall) policy, and an email to members informing them of the death of Orville Stout and seeking memories of his service to HFSA. The calendar shows wargaming hosted by Lawrence Bateman on 5 August, Grave Concerns meeting on 14 August hosted by Joe Lewis, and normal open hours on 6 and 20 August.

The treasurer's report for the month of June was approved.

Committees

Events – Elizabeth updated the board on the 2 July free living history event. The weather cooperated allowing several activities on the parade ground. The estimated attendance was over 100 including several families with children. Lawrence Bateman, Walter Neary, and Joe Lewis greeted the community at the Steilacoom 4th of July street fair. Gross sales of museum store merchandise at our booth were \$370.

Maintenance – Austin Rice reported that he and Walter cleaned the gutters, and noted some structural repairs that should be addressed with our landlord.

Interpretive Center – Claire reported that the recently-purchased stick horses were popular with children at the 2 July event. The stick horses will be available in Quarters 4 to engage small children and allow parents to enjoy the exhibits.

Old Business

None.

New Business

In anticipation of the application period for the 2024 Lakewood lodging tax grant, the board authorized Joseph Lewis to submit a funding request for \$15,000.

The alarm panel for the security system .in Quarters 4 is not working properly. Joe will contact E-Squared Systems for a diagnosis.

The board agreed that the museum store inventory needs to be replenished. The secretary will request that the store manager, Lawrence Bateman, provide a list of needed items. Austin suggested that vintage bricks stored in the Q3 basement could be sold to mark the 175th anniversary of the fort's founding.

Round Table

Joe recommended "Murder at the Mission" by Blaine Harden. This book offers a provocative interpretation of Marcus and Narcissa Whitman and the indigenous tribes.

Elizabeth reviewed upcoming events sponsored by local heritage organizations.

Charlotte was recently married.

Claire reminded everyone to keep the volunteer roster updated.

Adjournment

The meeting was adjourned at:7:22 p.m. The board will plan to meet via Zoom at 6 p.m. on Tuesday 15 August 2023.

Joseph Lewis, Secretary

**Historic Fort Steilacoom Association
Board Directory 2022-2024**

Mailing Address: Historic Fort Steilacoom - PO Box 88447 Steilacoom, WA 98388

QTRS 4 Phone: 253.756.3928

Physical Location: Western State Hospital - 9601 Steilacoom Blvd SW, Lakewood, WA 98498

President (2022-2024)

Walter Neary
6338 School Street
Lakewood, WA 98499
(253) 389-0736
walter.neary@gmail.com

Past President

Gideon Pete
8710 28th Ave E.
Tacoma, WA 98445-5850
(253) 720-8179
gideon.pete@yahoo.com

Program Vice President (1st Vice President) (2021-2023)

Elizabeth Korsmo
317 Kennebeck Ave S #302
Kent, WA 98030
(509) 270-0928
elizabeth.korsmo@gmail.com

Educational Vice President (2nd Vice President) (2021-2023)

Claire Keller-Scholz
1108 Eleanor Court
Steilacoom, WA 98388
(252) 508-7475
ckellerscholz@gmail.com

Membership Vice President (3rd Vice President) (2022-2023 1-year unexpired term)

Patricia Sowards
10410 93rd St. SW
Lakewood, WA 98498
(253) 584-7817
trishseaward@gmail.com

Secretary (2022-2024)

Joseph W. Lewis
9204 Division Lane SW
Tacoma, WA 98498
(253) 226-2322
hrhjoel@comcast.net

Treasurer (2021-2023)

Thomas A. Melberg
5417 69th Ave CT E
Puyallup, WA 98371
(253) 840-8072
tm4thus@comcast.net

Director Position 1 (2021-2023)

Kurtis Bullchild
4446 Muk-Sut-We Drive SE
Olympia, WA 98513
(360)456-5221 X110 Cell: (253) 282-6345
Bullchild.kurtis@nisqually-nsn.gov

Director Position 2 (2022-2024)

Laurel Lemke
10211 Filbert St. SW
Lakewood, WA 98498
(253) 376-5086
laurel.lemke@gmail.com

Director Position 3 (2021-2023)

Austin Rice
3007 Greenwood Ct. S.
Puyallup, WA 98374
(410) 980-8146
bayside2236@gmail.com

Director Position 4 (2022-2024)

Charlotte Basch
7414 Military Rd. S.
Seattle, WA 98108
(503) 440-4762
ccbasch@gmail.com

Director Position 5 (2023-2025)

Vacant

Director Position 6 (2022-2024)

Vacant

Director Position 7 (2021-2023)

Karen Meador

32404 169th Ave. SE

Auburn, WA 98092

(253) 833-9084 Home

(253) 653-8309 Cell

karmeador@comcast.net

Director Position 8 (2022-2024)

Vacant

Director Position 9 (2023-2025)

Vacant

Fort Steilacoom

August 14, 2023

City of Lakewood
Lakewood City Hall
6000 Main Street SW
Lakewood, WA 98499

Dear Lodging Tax Advisory Committee,

The officers and directors of the Historic Fort Steilacoom Association (HFSA) have authorized our secretary, Joseph W. Lewis, to contractually bind our organization in matters relating to the lodging tax grant for 2024. His information is listed below.

Joseph W. Lewis
HFSA Secretary
9204 Division Ln SW
Tacoma, WA 98498-1915
253-226-2322

Thank you for your past support of our promotional efforts.

Sincerely yours,



Walter Neary
President

7. APPLICATION FOR FISCAL YEAR 2024 LTAC GRANT FUNDING

1a. Project Information

Project Name: | 14th Annual Samoa Cultural Week |

Amount of Lodging Tax Funding Requested: | \$ | \$15,000 |
(Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")

Total Project Cost: | \$ | \$42,600 |
(Total Project Amount must match Project Budget column c "Total Project Cost")

1b. Applicant Organization

Name of Applicant Organization: | Asia Pacific Cultural Center |

Mailing Address: | 3513 East Portland Ave |
| Tacoma, WA 98404 |
| |

Tax ID Number: | 91-1854410 |

Organization Unified Business Identifier (UBI) | 601-786-993-000 |
UBI Expiration Date: | ongoing |

Type of Organization: | non-profit |
(Non-profit, For-profit, Municipality, Private business, etc.)

1c. Contact:

Name: | Faaluaina Pritchard |

Title: | Executive Director |

Telephone: | (253) 383-3900 |

Email: | faaluaina@asiapacificculturalcenter.org |

Signature:  _____

The signatory declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used only for the purposes set forth herein, and verifies that all the information contained in this application is valid and true to the best of his/her knowledge.

2. Project Description

- a. Event Date(s): [daily activities, Sunday July 21 – Saturday July 22, 2024]
- b. Event Location: [Multiple locations in Lakewood and Tacoma, including 3 days at Clover Park HS, 1 day at the Sharon McGavick Center, and 1 day at Harry Lang Stadium (the rest will be at our APCC Building in Tacoma)]
- c. If there is a charge or fee for this activity, please describe how much and why.

[The majority of 14th Annual Samoa Cultural Week activities are free admission. Only the Samoan Fashion Show and the Community Banquet are ticketed events, with funds to be used to help offset expenses of the week's activities]

- d. Please provide a detailed, yet concise **scope of work (mandatory)** and/or proposed project/activity. Include information on the area the project will serve, its expected impact and list the responsible party(s).

[Thousands of people will gather together for APCC's 14th Annual Samoa Cultural Week, with a series of seven daily events Primarily in the Lakewood area. This week is filled with cultural activities that celebrate the Samoan people and the wonderful diversity in our community. In Washington State, the Samoan population is the largest Pacific Islander group, and Asia Pacific Cultural Center (APCC) is proud to host this free, family-friendly event for people to share in and experience unique traditions and customs. Our goal is to bring people together to honor the Samoan community and to help everyone better understand and appreciate the Samoan and Polynesian heritage.

This event started originally with the Annual Samoa Cultural *Day* in 2010, and it grew and evolved into the Annual Samoa Cultural *Week* with a week full of daily activities celebrating the Samoan and Pacific Islander people and sharing the culture and heritage with the greater community. For the 14th Annual Samoa Cultural Week, we are planning an exciting schedule:

- Day 1: Community Prayer Event, Clover Park High School, Lakewood
- Day 2: Samoa Youth Event, Clover Park High School, Lakewood
- Day 3: Aganu'u Fa'asamoa Day 1, APCC Building, Tacoma
- Day 4: Aganu'u Fa'asamoa Day 2, APCC Building, Tacoma
- Day 5: Samoa Fashion Show, Clover Park High School, Lakewood
- Day 6: Samoa Community Dinner, Sharon McGavick Center, Lakewood
- Day 7: Samoa Pasifika Food and Arts Festival, Harry Lang Stadium, Lakewood

Throughout the week, participants will enjoy a variety of activities including: free youth events, a fashion show featuring Samoan designers and traditional and modern Samoan clothing, a Community Dinner that features cultural performances, and ending with a festival with food and goods from local vendors and cultural demonstrations and performances.

Every year our event is held in or near the City of Lakewood, including events at Harry Lang Stadium or at the Sharon McGavick Conference Center. Because many planning and event activities will be

held in Lakewood and many families are from Lakewood, many purchases and services for the event will be from Lakewood businesses. We have always encouraged the many out-of-towners to stay in Lakewood lodging, and in the past our VIPs and out-of-town visitors did indeed stay at a Lakewood hotel or motel.

We have a history of successful Samoa Cultural Day/Week attendance for over a decade. Typically, more than 5,000 people attend. These participants come from all around Washington State and neighboring areas.

We expect many out-of-state dignitaries as well as VIPs from American Samoa. In years past, many elected officials from throughout Washington State attended. At our last Samoa Cultural Week, many State Representatives, Mayors, Councilmembers, and other officials were our honored guests. It is important for our elected officials understand and experience the culture, and next year we will again invite many of them to attend.

APCC is a 501(c)(3) non-profit organization whose mission is to “bridge communities and generations through arts, culture, education, and business”. Our founders created APCC in 1996 to represent 47 Asia Pacific countries and cultures to promote the greater awareness, understanding, and inclusion of the history, traditions, culture, and heritage of the Asia Pacific people. In the City of Lakewood, 16.5% of the populations or more than 10,000 people are Asian or Pacific Islander. The 13th Annual Samoa Cultural Week is a way APCC honors and celebrates the Asia Pacific people and helps the community embrace the diversity in our region. |

3. Beneficiaries

Please list and provide specific information regarding all individuals, businesses, areas, or organizations that will directly benefit from the project/activity.

| The entire City of Lakewood would benefit economically from the tax revenues generated from sales of meals, goods, services, and overnight stays at local hotels. There would not only be sales during the event, but also from the weeks leading up to the Samoa Cultural Week during the planning and preparation stages.

The event would boost Lakewood’s image throughout the region as a tourist destination and a great place to host large public events. It would show how Lakewood embraces the diversity of its people and appreciates and honors the Asia Pacific people who are an integral part of the City’s community. Pierce County and Washington State also will benefit. Families from all over the state will have a family-friendly event that they can attend, and enjoy spending quality time together while learning about other cultures.

It gives residents, businesses, and organizations an opportunity to build connections with the Asia Pacific people. It would benefit the Asia Pacific community because Asia Pacific people from all over the region would be proud to participate, and the Samoan people will be especially proud that this event celebrates their heritage. Many businesses in Lakewood and surrounding areas are owned by Asia Pacific people, and they will benefit from sales surrounding the event. It will also give Asia Pacific individuals and organizations an opportunity to participate as vendors, volunteers, or as presenters. This event will enhance and strengthen the relationship of the Asia Pacific communities and the City of Lakewood |

4. Goals/Monitoring

Describe the goals of the project. Will the project result in an increase in overnight stays by visitors in Lakewood? If so, how will this increase be tracked and monitored? How will an increase in the sale of goods and services as a result of the project be measured? What other short or long-term economic benefits will occur and how will that be tracked? Why do you believe those project/activity outcomes are feasible?

Note - Applicants will be required to submit a post-funding report providing pertinent data evaluating tourism benefits resulting from the use of lodging tax funds as compared with the estimates contained in this application.

| The goal for Samoa Cultural Week is to provide an educational, fun, heart-felt, and entertaining cultural experience for all attendees. We track the attendance of the event to help us determine the effectiveness of our marketing and promotion. Our attendance goal is to have 5,000 people come to the event.

Yes, our project will result in an increase in overnight stays by visitors in Lakewood. We will track this with surveys, including questions such as “In what city do you live?” and “How many nights did you stay in Lakewood for this event?” in order to track how many visitors came from over 50 miles away and to track if they stayed overnight in Lakewood.

Additionally, the number of performers and other participants who stay overnight will be tracked by APCC. Typically, APCC will be coordinating these stays since the performers and dignitaries are coming from afar and are special guests for the event, therefore we will document and track this. |

5. Estimate how the funds will increase the amount of people traveling to Lakewood to stay overnight in paid accommodations.

| Funding for this event will increase the amount of people traveling to Lakewood to stay overnight in local hotels and motels. As stated earlier, the 14th Annual Samoa Cultural Week will be a series of seven days of activities. Many visitors will stay for the full week because they will be here to attend the full week of activities. Many of the participants come in the weekend before the event to start visiting with their local families (many who live in Lakewood), tour around Washington State, and then stay through the week for the Samoa Cultural Day. We expect more than 100 visitors to stay in Lakewood hotels and motels for the 14th Annual Samoa Culture Week next year. |

6. Estimate how the funds will increase the amount of people traveling to Lakewood from more than 50 miles from their residences.

| Every year people travel from throughout the Pacific Northwest and beyond to attend the Annual Samoa Culture Week, and we expect that it will be no different next year. The 14th Annual Samoa Culture Day will attract many visitors – all ethnicities and all ages – who are interested in sharing in and learning about Samoa and the Pacific Islander culture. Because the event features Samoan culture, it will appeal especially to Pacific Islander audiences. Pacific Islander festivals are not offered very often, so Pacific Islander people will travel from far away to attend and enjoy authentic food, participate in authentic traditional Polynesian activities, and be among their community. They will feel at home with the customs and traditions that they long for while being away from their motherland. In Washington, more than 1 million people are Asian or Pacific Islander. Asia Pacific people are willing to travel many miles to participate and enjoy large cultural events such as the

Samoa Cultural Week, to eat authentic ethnic foods, see traditional dances, and participate in cultural games, crafts and activities no matter how far away the event might be.

At this year’s 2023 13th Annual Samoa Cultural Week, people traveled from outside of Pierce County, including Snohomish County, King County, Clark County, and Kitsap County. Out of state travelers came from as far as California, Nevada, Hawaii, and American Samoa. We expect this type of turnout at next year’s event.

7. Estimate how the funds will increase the amount of people traveling to Lakewood from outside their state or country.

We will be able to use these funds to bring national and international speakers and dignitaries, which will provide a significant level of prestige to the event. These VIPs will travel from places outside of Washington State such as Washington D.C. and California. They will also travel from across the ocean from American Samoa. Also, as stated in question #6 above, family members of local performers and participants often travel from out of state because this event continues to grow and becomes more well-known through promotional efforts made possible by the funding from Lakewood.

8. Funding Requirements

Due to funding constraints, partial funding may be recommended by the LTAC. If partial funding is received, how will that impact the project/activity? Please describe:

Full funding from the City of Lakewood Lodging Tax and Tourism Fund will be an important part of the success of the 14th Annual Samoa Cultural Week. The City’s investment in this event will improve tourism for the City, benefitting businesses and improving the image of Lakewood as a multi-cultural destination while showing the City’s commitment to the Asia Pacific community. If full funding is not received, it will certainly place more pressure on APCC to find alternatives to fill the funding gap. We would make every effort to solicit additional funding from other sources and would likely rely more heavily on in-kind support.

9. Use of Funds

Provide detail on how the funds will be used. For example, \$20,000 of the funds will be used for marketing, \$5,000 for administration, \$10,000 for Consultants, etc.

Description	Amount
Marketing/Promotion	\$5,000
Contract Services: equipment rentals and facilities rentals (such as tents, sound equipment, and other rentals), Artist Fees	\$5,000
Direct Sales Activities: hotel/lodging for out of town performers and dignitaries, travel	\$5,000
Total Request	\$15,000

10. Project Budget (for non-capital projects). Do not include in-kind contributions.

<i>Income: A diversified funding base is important to the success of any project. Please list all other sources of funding for the project, both anticipated and confirmed and when that funding will be available to the project. Include your own funding, sponsorships, other grants, etc.</i>			
Funding Source: List all revenue sources anticipated for 2024. Do not include requested Lodging Tax Funds	Amount	Confirmed? Yes/No	Date Available
Muckleshoot Charity Fund	\$5,000	Yes	June 2024
Umpqua	\$5,000	Yes	June 2024
TwinStar	\$1500	Yes	June 2024
Other Sponsorships and Grants	\$15,100	No	n/a
Community Fundraising/Donations	\$1,000	No	n/a
	\$		
	\$		
<i>Expenses: Based on full funding, please list project costs.</i> <i>Note: Certain expenses may not be reimbursable, at the sole discretion of the City of Lakewood.</i> <i>You will only be reimbursed at the authorized rates. Insurance is not an eligible cost.</i>			
	a. Lodging Tax Funds Requested *	b. Other Funds (Do not include "in-kind" dollars)	c. Total Project Cost **
Personnel (salaries & benefits)	\$0	\$9,600	\$9,600
Administration (rent, utilities, postage, supplies, janitorial services, etc.)	\$0	1,500	\$1,500
Marketing/Promotion	\$5,000	\$2,500	\$7,500
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	\$5,000	\$0	\$5,000
Minor Equipment (computers, desks, etc.)	\$0	1,000	\$1,000
Travel	\$	\$	\$
Contract Services Describe below	\$5,000	\$10,000	\$15,000
Other Describe below	\$	\$3,000	\$3,000
TOTAL COST	\$15,000	\$27,700	\$42,600
Description for Direct Sales Activities, Contract Services, Travel and Others	Direct Sales: phone, related travel, presentations, hotel rooms for out-of-town dignitaries and performers, and related expenses Contract Services: equipment rental and facility rentals, artist fees Other: Technical and Production Costs		
In-Kind Contributions	\$10,000 for volunteers and general administration expenses such as rent, utilities, postage, supplies, insurance, and other		

*Amount in column a "Lodging Tax Funds Requested" must match "Amount of Lodging Tax Funding Requested" under 1a of application. ** Amount in column c "Total Project Cost" must match "Total Project Cost" under 1a of application.

11. Funding History

a. Was this project funded with Lakewood lodging tax funds in fiscal year 2023? ☒ Yes ☐ No

b. If you answered yes to 11a, how much funding did you receive in 2023? \$15,000

c. If you answered no to 11a, what is the last year Lakewood funding was received and how much?

Year Amount awarded

No previous funding

11d. Indicate what efforts have been made to access funding from additional sources?

Throughout the year, we apply for sponsorships and grants in support of the Annual Samoa Culture Week. We are fortunate to have the commitment from several funders who have supported this event each year and who have been pleased with the growth and outpouring of support and participation from the community. We have confirmed funding for the 14th Annual Samoa Cultural Week from: Umpqua, TwinStar, and Muckleshoot Charity Fund, among others. We also have many community fundraising events throughout the year to help raise funds.

12. Coordination and Collaboration

Please provide information about any other organizations or agencies involved in this project/activity. Describe their level of involvement. Describe how this project coordinates with other tourism promotion efforts or services in the area, including Chambers of Commerce, local festivals, local lodging and restaurants. You may attach up to three letters of support from these organizations.

Collaboration with our community partners is key to the success of all of APCC's projects, and this is especially true for the Annual Samoa Culture Week. APCC has an extensive network of partners in Pierce County and throughout Washington State, including individuals, businesses, cultural organizations, and community leaders. These partners will be completely involved in planning and implementation phases, helping with fundraising, and by participating as vendors, as performers, or as volunteers at various booths and other cultural demonstrations. Organization and agency partners include: The City of Lakewood Chamber of Commerce, the City of Lakewood Economic Development, FiaOla Store (in Lakewood), Samoa Seniors Association of Pierce County, Samoa Nurses of Washington, and more. About 20 churches from many denominations with large Samoan congregations will be actively participating in the event, just as they have in the past. These include EFKAS Tacoma, EFKAS Ft. Lewis, Good Samaritan Church Tacoma, New Beginning Christian Center, Metotisi Federal Way, and several others. APCC is proud to collaborate with all our community partners to host this wonderful cultural event and share it with the City of Lakewood and our entire community.

13. Capital Projects Budget

*Note: A capital project requires a proportional degree of city ownership in the facility. Therefore, capital projects where there is **no city ownership are not eligible** to receive funding.*

Supporting the Capital Expenditures and/or Operation of City Tourism-Related Facilities

FUNDING/TIMELINE	Responsible Parties, Methods, Means	Begin (Dates or Periods)	End (Dates or Periods)	Amount Requested From Lodging Funds	Other Funds Committed or Proposed*	TOTALS
Design & Inspection				\$	\$	\$
Other Consultants				\$	\$	\$
Permits & Fees				\$	\$	\$
Land Acquisition				\$	\$	\$
Site Development & Landscape				\$	\$	\$
Buildings (New Construction)				\$	\$	\$
Building Renovations (Includes Access)				\$	\$	\$
Other (Specify) <i>Insurance is not an eligible cost.</i>				\$	\$	\$
TOTAL				\$	\$	\$


*If other funds are committed, please attach a letter of commitment from the funding source.

14. Certification

The applicant hereby certifies and confirms:

1. That it does not now nor will it during the performance of any contract resulting from this proposal unlawfully discriminate against any employee, applicant for employment, client, customer, or other person(s) by reason of race, ethnicity, color, religion, age, gender, national origin, or disability;
2. That it will abide by all relevant local, state, and federal laws and regulations;
3. That it has read and understands the information contained in this application for funding and is in compliance with the provisions thereof, and;
4. That the individual signing below has the authority to certify to these provisions for the applicant organization, and declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used for the purposes set forth herein.

Primary Signature:



Faaluaina Pritchard, Executive Director

August 21, 2023

Printed Name & Title of Chief Administrator/Authorizing Official

Date

15. E-Verify Requirements for Contractors & Certification

By Ordinance, the City of Lakewood requires that all contractors who enter into agreements to provide services or products to the City use the Department of Homeland Security's E-Verify system when hiring new employees for the term of the contract.

E-Verify is an electronic system designed to verify the documentation of job applicants. It is run by the Department of Homeland Security.

Who is affected?

- All contractors doing business for the City of Lakewood.
 - There is no minimum dollar value for contracts affected.
- All subcontractors employed by the general contractor on these contracts.

Are there exceptions?

- Contracts for "Commercial-Off-The-Shelf" items are exempted from this requirement.
- Individuals, Companies, or other organizations that do not have employees.

How long must the contractor comply with the E-Verify system?

- For at least the term of the contract.

Are there other stipulations?

- E-Verify must be used ONLY for NEW HIRES during the term of the contract. It is NOT to be used for EXISTING EMPLOYEES.
- E-Verify must be used to verify the documentation of ANY new employee during the term of the contract, not just those directly or indirectly working on deliverables related to the City of Lakewood contract.

How will the City of Lakewood check for compliance?

- All contractors will retain a copy of the E-Verify Memorandum of Understanding that they execute with the Department of Homeland Security AND
- Sign and submit to the City an Affidavit of Compliance with their signed contract.
- All General Contractors will be required to have their subcontractors sign an Affidavit of Compliance and retain that Affidavit for 4 years after end of the contract.
- The City of Lakewood has the right to audit the Contractor's compliance with the E-Verify Ordinance.

Further information on E-Verify can be found at the following website: <https://www.e-verify.gov>

If you have questions about the City's E-Verify Ordinance, please contact the City of Lakewood's legal department prior to contracting with the City.

CITY OF LAKEWOOD

AFFIDAVIT OF COMPLIANCE WITH LAKEWOOD MUNICIPAL CODE 1.42
"E-VERIFY"

As the person duly authorized to enter into such commitment for

Asia Pacific Cultural Center

COMPANY OR ORGANIZATION NAME

I hereby certify that the Company or Organization named herein will

(Check one box below)

☒ Be in compliance with all of the requirements of City of Lakewood Municipal Code Chapter 1.42 for the duration of the contract entered into between the City of Lakewood and the Company or Organization.

- OR -

☐ Hire no employees for the term of the contract between the City and the Company or Organization.

Signature



Faaluaina Pritchard, Executive Director

Print Name and Title

August 21, 2023

Date



3513 East Portland Ave
Tacoma, WA 98404
253.383.3900
253.292.1551 F
www.apcc96.org

August 18, 2023

City of Lakewood Lodging Tax Advisory Committee
Lakewood City Hall
6000 Main St. SW
Lakewood WA 98499

Re: Contact Info for Authorized Person to Sign Application

To Whom It May Concern,

The following is the confirmed contact information for Mrs. Faaluaina Pritchard, Asia Pacific Cultural Center's Executive Director, who is authorized to sign the Lakewood Lodging Tax and Tourism Promotion Grant Application for the 13th Annual Samoa Cultural Day in 2023:

Name: Mrs. Faaluaina Pritchard
Title: Executive Director, APCC
Phone: (253) 383-3900
Address: 3513 East Portland Avenue
Tacoma WA 98404
Email: faaluaaina@asiapacificculturalcenter.org

Sincerely,

Albert Q. Cosio
Secretary

INTERNAL REVENUE SERVICE
DISTRICT DIRECTOR
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: JAN 21 1998

ASIA PACIFIC CULTURAL CENTER
C/O PATSY SURH OCONNELL
9312 S TACOMA WAY STE 110
TACOMA, WA 98499

Employer Identification Number:
91-1854410
DLN:
17053339132007
Contact Person:
D. A. DOWNING
Contact Telephone Number:
(513) 241-5199
Accounting Period Ending:
December 31
Foundation Status Classification:
509(a)(2)
Advance Ruling Period Begins:
April 11, 1997
Advance Ruling Period Ends:
December 31, 2001
Addendum Applies:
No

Dear Applicant:

Based on information you supplied, and assuming your operations will be as stated in your application for recognition of exemption, we have determined you are exempt from federal income tax under section 501(a) of the Internal Revenue Code as an organization described in section 501(c)(3).

Because you are a newly created organization, we are not now making a final determination of your foundation status under section 509(a) of the Code. However, we have determined that you can reasonably expect to be a publicly supported organization described in section 509(a)(2).

Accordingly, during an advance ruling period you will be treated as a publicly supported organization, and not as a private foundation. This advance ruling period begins and ends on the dates shown above.

Within 90 days after the end of your advance ruling period, you must send us the information needed to determine whether you have met the requirements of the applicable support test during the advance ruling period. If you establish that you have been a publicly supported organization, we will classify you as a section 509(a)(1) or 509(a)(2) organization as long as you continue to meet the requirements of the applicable support test. If you do not meet the public support requirements during the advance ruling period, we will classify you as a private foundation for future periods. Also, if we classify you as a private foundation, we will treat you as a private foundation from your beginning date for purposes of section 507(d) and 4940.

Grantors and contributors may rely on our determination that you are not a private foundation until 90 days after the end of your advance ruling period. If you send us the required information within the 90 days, grantors and contributors may continue to rely on the advance determination until we make a final determination of your foundation status.

If we publish a notice in the Internal Revenue Bulletin stating that we

Letter 1045 (DO/CG)



Asia Pacific Cultural Center 14TH Annual Samoa Cultural Week (2024)

Marketing Plan

1. Goals

- Organizational goal/mission:
 - To “bridge communities and generations through arts, culture, education, and business” by teaching about and engaging people in the Asian and Pacific Islander culture
 - Representing people of 47 countries, promoting the greater understanding of their unique traditions, art, history, language, and heritage through programs, services, and community collaboration
 - Promote greater understanding, equity, and inclusion of the Asian and Pacific Islander people
- Event goal for Samoa Cultural Week:
 - To provide an opportunity for people to experience, enjoy, learn about, and better appreciate the Asia Pacific culture, especially the Samoan and Pacific Islander culture
 - To bring more tourism to the City of Lakewood
- Communications goals:
 - Build awareness about Samoa Cultural Week
 - Increase awareness about the City of Lakewood
 - Build awareness about APCC
 - Increase understanding of Asia Pacific Cultures

2. Objectives

- Increase awareness about the Samoa Cultural Week in Lakewood with an attendance of at least 5000 visitors
- Provide an enjoyable and educational experience at the Samoa Cultural Week and see that the attendees would be willing to attend future APCC cultural event, as measured by surveys
- Inform the target audience the offerings and services of APCC in order to recruit new members at Samoa Cultural Week

3. Target Audience

- Residents from throughout the Northwest
 - **Their needs/wants:**
 - Target residents who want to learn about diverse cultures, who want to share in the Asia Pacific cultures and who want to attend a fun, and entertaining event in Lakewood
 - **Desired exchange:**
 - We want them to attend and enjoy the Samoa Cultural Week and become returning visitors to future events in Lakewood and to future APCC events. We also want them to sign up for membership with APCC
- Asian and Pacific Island (API) people from throughout the Northwest
 - **Their needs/wants:**

- Target API people who want to share the experiences of their homeland with others; who want to experience cuisine, arts, crafts and other cultural activities that they miss from their homeland; and who want to attend a fun and entertaining event in Lakewood
- **Desired exchange:**
 - We want them to attend and enjoy the Samoa Cultural Week and become returning visitor to future events in Lakewood and to future APCC events. We also want them to sign up for membership, and learn about APCC and upcoming events

4. Strategies

- Promote Samoa Cultural Week as a fun, family-friendly, entertaining, and educational experience in Lakewood
 - **Tactic:**
 - Design promotional posters for Samoa Cultural Week and distribute to cultural organizations, schools and businesses
 - Design promotional flyers for Samoa Cultural Week and distribute accordingly
 - Partner with civic and business associations and promote Samoa Cultural Week
 - Promote Samoa Cultural Week on the APCC website and social media
 - Post event on online calendars of events
 - Utilize APCC and community partners' social media to promote Samoa Cultural Week
 - Include APCC and City of Lakewood logo on printed and electronic/digital promotions
- Convey and reinforce the APCC name and its offerings and convey that APCC serves the community.
 - **Tactic:**
 - Have a manned APCC information/membership table at the event
 - Have the APCC name and logo on all promotional materials
 - Have a spokesperson from the APCC board speak on stage about APCC, its accomplishments, its goals and the services and programs it offers
 - Maintain an updated webpage and utilize social media

5. Budget

- The budget for Marketing and Promotion for Samoa Cultural Week is \$7,500.

6. Evaluation

- Survey of attendees and volunteers/performers:
 - To determine their experience at the Samoa Cultural Week
 - To determine where they reside
 - To find out how they heard about the Cultural Week
 - To determine if they would attend a future APCC cultural event
- Event attendance

SAMOA

CULTURAL WEEK/DAY • JULY 23 - JULY 29, 2023

SAMOA LO'U ATUNU'U PELE
I LOVE MY COUNTRY - SAMOA!



ORDER OF EVENTS:

Sunday - July 23, 2023

Samoa Prayer Service - 6:30 pm
Mt Tahoma High School Performing Arts Center

Monday - July 24, 2023

Samoa Youth Gospel Night - 6:30 pm
Mt Tahoma High School Performing Arts Center

Tuesday - July 25, 2023

Aganu'u Fa'aSamoa - 10 am
APCC - 4851 South Tacoma Way

Wednesday - July 26, 2023

Aganu'u Sa'aSamoa - 10 am
APCC - 4851 South Tacoma Way

Thursday - July 27, 2023

Samoa Fashion Show - 6:30 pm
Museum of Glass

Friday - July 28, 2023

Samoa Community Dinner - 6:30 pm
Museum of Glass

Saturday - July 29, 2023

Samoa Pasifika Food Festival - 11 am
Mt Tahoma High School Football Field

For more information:

Call APCC at 253-383-3900 or
faaluaina@asiapacificculturalcenter.org



**ASIA
PACIFIC
CULTURAL
CENTER**
253.383.3900
APCC96.ORG

SUPPORTED BY:

Tacoma EFKAS
Family of Christ Full Gospel
Fort Lewis EFKAS
New Beginning Church in Lacey

SUPPORTED BY:

City of Lakewood
UTOPIA
Tacoma City Church Hilltop Tacoma
Gilgal New Beginning



ACRS

ASIAN COUNSELING





Asia Pacific Cultural Center

14th Annual Samoa Cultural Week

Program Budget 2024

INCOME		AMOUNT
City of Lakewood		\$ 15,000.00
Community Fundraising/Donations		\$ 1,000.00
Sponsorships and Grants		\$ 26,600.00
Muckleshoot Charity Fund	\$ 5,000.00	
Umpqua	\$ 5,000.00	
TwinStar	\$ 1,500.00	
Other Funders	\$ 15,100.00	
Total Income		\$ 42,600.00

EXPENSE		AMOUNT
Personnel (salaries & benefits)		\$ 9,600.00
Administration (utilities, postage, supplies, janitorial services,		\$ 1,500.00
Marketing/Promotion		\$ 7,500.00
Direct Sales Activities (telephone, related travel, presentations,		
hotel rooms, and related expenses)		\$ 5,000.00
Minor Equipment (computers, desks, etc.)		\$ 1,000.00
Technical and Production Costs		\$ 3,000.00
Contract Services - Describe Below		\$ 15,000.00
Equipment rentals and facility		
rentals	\$ 8,000.00	
Artist Fees	\$ 7,000.00	
Total Expenses		\$ 42,600.00

Asia Pacific Cultural Center
Statement of Financial Income and Expense - Cash Basis
December 2022

	Dec 22	Jan - Dec 22
Ordinary Income/Expense		
Income		
42555 · Mental Health Program	173,891.92	173,891.92
42550 · BCES Income	37,696.38	446,797.50
43550 · Other Grant	26,249.26	436,044.23
49900 · Uncategorized Income	0.00	0.00
40000 · Capital Projects Income	206,152.76	700,263.05
41000 · Cultural Program Income	20,540.00	277,030.83
42000 · Donations Income	744.00	4,370.86
43000 · Event Income	21,028.10	278,372.71
43500 · General Grants/Corp	0.00	11,500.00
43700 · Membership Dues Income	102.03	4,121.25
43800 · Rental Income	1,270.00	31,805.00
43900 · Miscellaneous Income	1,522.75	57,597.45
44000 · Youth Program Income	403,003.79	836,226.79
Total Income	892,200.99	3,258,021.59
Gross Profit	892,200.99	3,258,021.59
Expense		
71500 · Mental Health Benefit	4,869.28	11,790.11
71400 · Early Learning Opportunity	7,878.52	8,483.70
70009 · Misc Expenses	0.00	460.30
72001 · Fraudulent Charges	0.00	7.72
60455 · BCES Expenses	24,960.32	179,965.88
70700 · Cleaning Exp	400.00	3,000.00
69800 · Uncategorized Expenses	0.00	0.00
60100 · Accounting	650.00	12,010.00
60200 · Advertising	650.00	16,723.50
60300 · Board Expenses	264.49	1,897.98
60400 · Capital Projects	0.00	1,911.82
60500 · Building Management	4,767.49	53,114.93
60600 · Business Expenses	458.56	12,193.96
60700 · Community Relations	2,763.27	118,901.00
61100 · Health Benefits	4,795.59	71,068.93
61200 · Insurance	6,585.90	15,157.19
61300 · Interest Expense	4.11	20.71
61400 · Licenses, Fees & Dues	2,671.21	27,963.74
61500 · Office Expense	9,147.02	57,193.60
66000 · Payroll Taxes	7,925.75	78,548.02
66200 · Printing & Graphics	5,335.45	61,617.28
66300 · Professional Fees	16,575.00	98,012.15
66400 · Program Support	13,348.98	311,736.41
68000 · Rent Expense	500.00	7,868.20
69000 · Salaries and Wages	114,646.63	925,865.27
70000 · Security Deposit Refunds	500.00	3,340.00
70200 · Telephone & Internet	1,040.77	11,256.61
70300 · Training	0.00	298.00
70400 · Travel	413.52	6,723.66
70600 · Utilities-Elec, Garbage, Sewer	2,267.61	30,358.32
Total Expense	233,419.47	2,127,488.99
Net Ordinary Income	658,781.52	1,130,532.60
Other Income/Expense		
Other Income		
71000 · Other Income	0.00	5,936.53
71300 · Interest Income	115.34	629.02
Total Other Income	115.34	6,565.55
Net Other Income	115.34	6,565.55
Net Income	658,896.86	1,137,098.15

No assurance is provided on these financial statements.



9312 So. Tacoma Hwy.
Suite 110
Tacoma, Washington
98402

Telephone
253-265-7225
Fax
253-265-5513

BOARD OF DIRECTORS

Peggy Ann O'Connell
President

Barbara Manguchi
1st Vice President

Judy Chan
2nd Vice President

Franklin Prichard
Secretary

Daniel Yu
Treasurer

EE Advisory
Karen Kamaya Chair
Charles Hernandez
Linda Martin
Michelle Osaka

BYLAWS November, 1997

BYLAWS: ASIA PACIFIC CULTURAL CENTER
WASHINGTON STATE NONPROFIT CORPORATION

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WASHINGTON STATE NONPROFIT CORPORATION

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WASHINGTON STATE NONPROFIT CORPORATION

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BYLAWS: ASIA PACIFIC CULTURAL CENTER
WASHINGTON STATE NONPROFIT CORPORATION

ARTICLE ONE - ADMINISTRATIVE OFFICE:

The principal office of the Asia Pacific Cultural Center (APCC) shall be located at:

9312 South Tacoma Way, #110
Tacoma, Washington 98499
Pierce County

APCC may have other such offices, either within or without the State of Washington, as the Board of Directors may determine from time to time.

ARTICLE TWO - MEMBERS:

SECTION 1. DESCRIPTION: Members of APCC consists of any person who submit a written and signed application form, approved by the Board of Directors, and pays membership dues or fees. The membership thus includes certain rights and privileges, depending of membership level, of activities occurring at APCC.

SECTION 2. MEMBERSHIP LEVELS AND RIGHTS & PRIVILEGES: Levels of membership, along with rights and privileges shall be determined by the Board of Directors' Development/Membership Committee. The committee will present their recommendation to the Board of Directors who will approve the various membership levels. Any changes to the levels will also need board approval.

SECTION 3. VOTING RIGHTS: Each member shall be entitled to one vote on each matter submitted to a vote of the members.

SECTION 4. RENEWAL AND TERMINATION: Renewal of membership includes payment of the annual dues. Termination of membership assumes any member who is in default of their payment of dues. Any inappropriate cause(s) by the member may suspend or expel their membership. Termination will consist of an appropriate and documented hearing with a majority vote of the members of the board.

SECTION 5. TRANSFER OF MEMBERSHIP: Membership at APCC is not transferrable or assignable.

BYLAWS: ASIA PACIFIC CULTURAL CENTER
WASHINGTON STATE NONPROFIT CORPORATION

ARTICLE THREE - MEMBERS' MEETINGS:

SECTION 1. NOTICE OF MEETING: Notice of the meeting place, day, and hour, and in the case of a special meeting the purpose for which the meeting is called, shall be delivered either personally, by United States postal mail, by electronic transfer, by facsimile (FAX), by telephone to each member entitled to vote at such a meeting. If delivered, mailed, electronically transferred, FAXed, or telephoned, such notice shall be deemed deposited to the address/telephone number of the member as it appears on the records of APCC.

SECTION 2. ANNUAL MEMBERS' MEETING: The annual meeting of the members shall be held at the principal office of APCC or at such other place as determined by the Board of Directors on the 14th day in the month of November of each year, beginning with the year 1997 for the transaction of such business as may come before the meeting. If the day fixed for the annual meeting shall be a legal holiday in the State of Washington or on a week-end, such meeting shall be held on the next succeeding business day.

SECTION 3. SPECIAL MEETINGS: Special meetings of the members, for any purpose, unless otherwise prescribed by statute, may be called by the President or by the Board of Directors. Designation will be located at the principal office of APCC in the state of Washington unless otherwise determined. Any action(s) at the meeting shall be the majority vote of all members.

SECTION 4. QUORUM: Members holding majority of the votes that may be cast at any meeting shall constitute a quorum at such meeting. If a quorum is not present at any meeting of members, majority of the members present may adjourn the meeting.

SECTION 5. PROXY: At any meetings of members, a member entitled to vote may vote by proxy executed in writing by the member or by his/her duly authorized attorney-in-fact.

ARTICLE FOUR - BOARD OF DIRECTORS:

SECTION 1. DESCRIPTION: The Board of Directors are the governing body who manage the business and affairs of APCC. Board members need not be residents of the state of Washington but need to be members of APCC. There shall be no more than 20 board members on the board.

BYLAWS: ASIA PACIFIC CULTURAL CENTER
WASHINGTON STATE NONPROFIT CORPORATION

SECTION 2. NOMINATION, ELECTION, AND TERM OF OFFICE: Board member qualifications shall be outlined by the board's Board Development Committee with final approval by the board. Nominations shall be submitted by the Board Development Committee with elections at the Annual Members' Meeting. Each elected director shall serve three years and may be re-elected once. However, no more than twenty percent (20%) of the board shall consist of "interested" board members (independent contractor(s) serving the corporation; family member(s), relative(s), or descendant(s) of other board members; and/or employees of APCC). Former board members may serve on board committees or other APCC functions as a "former board member".

SECTION 3. VACANCY AND REMOVAL: Vacancies arising from expiration, resignation, removal, or death of a director will be filled by the elections of new board members at the Annual Members' Meeting. Removal of a director will consist of an appropriate and documented hearing and a majority vote of all the members of the board. Any director may resign upon written notice submitted to the President.

SECTION 4. COMPENSATION: As volunteers of APCC, directors shall not receive any fees or reimbursement for their service.

ARTICLE FIVE - BOARD OF DIRECTORS MEETINGS

SECTION 1. NOTICE OF MEETINGS: Notice of the Board of Directors meeting place, day, and hour, and in the case of a special meeting the purpose for which the meeting is called, shall be delivered either personally, by United States postal mail, by electronic transfer, by facsimile, or by telephone to each member entitled to vote at such a meeting. If delivered, mailed, electronically transferred, FAXed, or telephoned, such notice shall be deemed deposited to the address/telephone number of the board member as it appears on the records of the corporation. The attendance of a board member at a meeting shall constitute a waiver of notice of such meeting, except where a board member attends a meeting for the express purpose of objecting to the transaction of any business because the meeting is not lawfully called or convened. Neither the business to be transacted at, nor the purpose of, any regular or special meeting of the Board of Directors need be specified in the notice or waiver of notice of such meeting, unless specifically required by law or by these bylaws.

BYLAWS: ASIA PACIFIC CULTURAL CENTER
WASHINGTON STATE NONPROFIT CORPORATION

SECTION 2. REGULAR MEETINGS: Regular Board of Directors meetings shall be held monthly at the principal office of APCC unless otherwise designated. Specific date(s), time(s), and location(s) will be included in the minutes of the last meeting and sent to all board members prior to the next meeting.

SECTION 3. SPECIAL MEETINGS: Special Board of Directors meetings may be called by or at the request of the President, and shall be held at the principal office of APCC or at such other designated location. Any action(s) at the meeting shall be the majority vote of all board members.

SECTION 4. QUORUM: A majority of the Board of Directors shall constitute a quorum for the transaction of business at any meeting of the board, but if less than such majority is present at a meeting, a majority of the board members.

SECTION 5. PROXY: At any meetings of board, a board member entitled to vote may vote by proxy executed in writing by the board member or by his/her duly authorized attorney-in-fact.

ARTICLE SIX - OFFICERS:

SECTION 1. DESCRIPTION: The officers of the Board of Directors are elected officials to represent the APCC board and its affairs. The officers of APCC shall be a President, one or more Vice-Presidents, a Secretary, a Treasurer, and other such officers as may be elected in accordance with the provisions of this article.

SECTION 2. PRESIDENT: The President shall be the Chief Operating Officer of the board and shall preside at meetings of the membership, the Board of Directors, and the Executive Committee. The President shall appoint all committee chairs as provided herein and shall be the chairman of the Executive Committee. With the approval of the board, the President may establish or dissolve committees, and shall be responsible for the proper functioning of the committee system, especially as it relates to communication between committees and relationships between committees and the full board. The President is also an ex-officio member of all committees.

BYLAWS: ASIA PACIFIC CULTURAL CENTER
WASHINGTON STATE NONPROFIT CORPORATION

SECTION 3. FIRST VICE PRESIDENT: In the event of the absence or disability of the President, the First Vice President shall assume and perform the duties of the President. The regular duties of the Vice President shall be such as may be assigned to him/her from time to time by the board or the President.

SECTION 4. SECOND VICE PRESIDENT: In the event of the absence or disability of the First Vice President, the Second Vice President shall assume and perform the duties of the First Vice President. The regular duties of the Second Vice President shall be such as may be assigned to him/her from time to time by the board or the President.

SECTION 5. SECRETARY: The Secretary shall have the charge and custody of APCC's books and records excluding the books of account; make and preserve accurate and complete minutes of all meetings of the membership, the Board of Directors, and the Executive Committee; give proper notice of all meetings; attend to the filing of any reports required by law to be filed; handle any social correspondence, and perform such other duties as may from time to time be assigned by the board.

SECTION 6. TREASURER: The Treasurer shall have charge and custody of the funds of APCC, collect and receive the dues, keep books of account which will be open at all times for inspection by any member upon giving sufficient notice and cause, render annual reports at the annual meeting of the membership and such other reports to the board as required, receive and disburse funds of APCC under the direction of the officers and board, and perform such other duties which may from time to time be assigned by the board. All checks disbursing funds of APCC shall be signed and countersigned by those persons designated by resolution of the board.

SECTION 7. NOMINATION, ELECTION, AND TERM OF OFFICE: The officers of APCC shall be nominated by the Board Development Committee and elected annually by the board members. Each officer shall hold office for three years or at the time his/her board term expires, whichever comes first. Officers may be re-elected once.

SECTION 8. VACANCY AND REMOVAL: Vacancies arising from expiration, resignation, removal, or death of an officer may be filled by another nominated board member by the Board Development Committee for the unexpired portion of the former officer's term. Removal of an officer will consist of an appropriate and documented hearing with a majority vote of the members of the board.

BYLAWS: ASIA PACIFIC CULTURAL CENTER
WASHINGTON STATE NONPROFIT CORPORATION

ARTICLE SEVEN - COMMITTEES:

SECTION 1. DESCRIPTION: Board committees serve as working or advisory committee assisting APCC in reaching its goals. Each committee will be responsible for the management of APCC but not relieve the authority of the board or any individual Director of any responsibility imposed on it or him/her by law. Committees will be formulated and dissolved as needed with the approval of the Board of Directors. Meeting minutes shall be kept of each meeting of any committee and be filed with APCC's records.

SECTION 2. COMMITTEE CHAIR: The committee chair is also a board member nominated and approved by the President. The committee chair will lead the committee in reaching its goals, report committee status/recommendations to the board for approval, annually evaluate committee members, and recruit new members.

SECTION 3. COMMITTEE MEMBERS: Committee members must include at least one board member and can include non-board members. Non-board members shall not possess the same authority as a board member. Any vacancy occurring in the committee by death, resignation, or withdrawal can be filled by the majority vote of all the remaining members of the committee. Any person if so elected, shall serve for the remainder of the term of his or her predecessor. Any member who maintains a conflict of interest with APCC can be removed from the committee after an evaluation and approval by the committee.

ARTICLE EIGHT - DIRECTOR

The Director shall be employed by the Board of Directors, reporting to the President and shall be responsible for the day-to-day operations of APCC. He/she will be the Chief Executive Officer consulting with the board on major personnel decisions, and will be responsible for the employment and discharge of all employees of APCC. The Director will annually develop a proposed budget with the Finance Committee, and be responsible for the proper expenditure of APCC's operating funds in accordance with the approved budget by the board. The Director shall be an ex-officio, non-voting member of any APCC committees. The board may from time to time, in its sole discretion, increase, limit, or alter the responsibilities and authority of the Director as may deem to be in the best interests of APCC.

BYLAWS: ASIA PACIFIC CULTURAL CENTER
WASHINGTON STATE NONPROFIT CORPORATION

ARTICLE NINE - CONTRACTS, CHECKS, DEPOSITS, AND GIFTS

SECTION 1. CONTRACTS: Any contract will consist of a written agreement that is evaluated and approved by the Board of Directors. Agreements shall also be reviewed by an attorney on behalf of APCC.

SECTION 2. CHECKS, DRAFTS, OR ORDERS: All checks, drafts, or other orders for the payment of money, notes, or other evidences of indebtedness issued in the name of APCC shall be signed by the President and Treasurer. If the President is absent then the First Vice President and Treasurer shall sign. If the First Vice President is absent then the Second Vice President and Treasurer shall sign. The Treasurer will keep the records and inform the Board of Directors at each meeting.

SECTION 3. DEPOSITS: All funds of APCC shall be deposited by the Treasurer from time to time to the credit of APCC in such banks, trust companies, or other depositories as the Board of Directors select. The Treasurer maintains all original transactions and copies are to be provided to the President.

SECTION 4. GIFTS: The Board of Directors may accept on behalf of APCC any contribution, gift, bequest, or device for the purpose of APCC. Records will be kept by the Treasurer.

ARTICLE TEN - CERTIFICATE OF MEMBERSHIP

The Board of Directors shall issue certificates evidencing membership at APCC. Certificate forms shall be determined by the board, and signed by the President or First Vice President and by the Secretary or Treasurer possessing the seal of APCC. All certificates evidencing membership of any class shall be consecutively numbered with the name and address of each member. Date of certificate issuance shall be entered in the records of APCC. If any certificate is lost, mutilated, or destroyed, a new certificate may be issued on such terms and conditions as the board may determine.

BYLAWS: ASIA PACIFIC CULTURAL CENTER
WASHINGTON STATE NONPROFIT CORPORATION

ARTICLE ELEVEN - BOOKS AND RECORDS

APCC shall keep correct and complete books and records of account and shall also keep meeting minutes of its board members and committees. Annual reports will be published no later than 120 days after the close of the fiscal year. Records shall be kept at the principal office. All books and records of APCC may be inspected by any member and/or his/her attorney for any proper purpose at any reasonable time. An outside audit will be conducted annually.

ARTICLE TWELVE - FISCAL YEAR

The fiscal year of APCC shall commence by calendar year, beginning on the first day of January and ending on midnight of the 31st day of December of the same year.

ARTICLE THIRTEEN - DUES

SECTION 1. ANNUAL DUES: The Board of Directors shall determine from time to time the amount of annual dues payable to APCC by members of each class, and shall give appropriate notice to the members.

SECTION 2. PAYMENT OF DUES: Dues shall be payable in advance from the first day of the month in which such member is elected into membership.

SECTION 3. DEFAULT AND TERMINATION OF MEMBERSHIP: When any member of any class is in default of payment of dues over six months from the beginning of the period for which such dues became payable, his/her membership may thereupon be terminated.

ARTICLE FOURTEEN - SEAL

The Board of Directors shall provide a corporate seal consisting of a logo of a red painted circle mastered by a sumi artist with the inscription of Asia Pacific Cultural Center located below.

ARTICLE FIFTEEN - WAIVER OF NOTICE

Whenever a notice is required to be given under the provisions of Article Three and Five, a waiver thereof in writing, signed by the President, shall be deemed equivalent to the giving of such notice.

BYLAWS: ASIA PACIFIC CULTURAL CENTER
WASHINGTON STATE NONPROFIT CORPORATION

ARTICLE SIXTEEN - INDEMNIFICATION OF BOARD OF DIRECTORS,
OFFICERS, EMPLOYEES, AND AGENTS

APCC shall have power to purchase and maintain insurance on behalf of a board member, officer, employee or agent of APCC who is or was serving at the request of APCC as an officer, employee, or agent of another corporation, partnership, joint venture, trust, other enterprise, or employee benefit plan, against any liability asserted against such person.

ARTICLE SEVENTEEN - AMENDMENTS OF BYLAWS

These bylaws may be altered, amended, or repealed and new bylaws may be adopted by a majority of the Board of Directors present at any regular or special meeting, if at least seven days' written notice is given with explanation.

PROPOSED ADDITION TO THE BY-LAWS:

In the matter of obtaining proxy vote permission:

1. The President should be notified prior to any scheduled business meeting wherein an agenda has been established and distributed, of any board member's or officer's pending absence.
2. Upon notice, the member may inform the President of his or her desire to transfer individual voter discretion by proxy to the President.

This opportunity should not be construed as an excuse for non-attendance. It is designed specifically to forward business aspects of the Board by providing for a "quorum" vote when needed.

Asia Pacific Cultural Center

Board of Directors Meeting

Tuesday December 27, 2022

Attendees:

Patsy Surh O'Connell - President
Belinda Louie {PhD} - Vice President
Gim Seow (PhD) - Treasurer
Al Cosio – Secretary
Katie Condit – Director
Elaine Ishihara - Director
Francisco Pascua - Director
June Sekiguchi Director – Director
Robert Yu - Director
Lua Pritchard – Executive Director

Absent:

Gim Seow (Phd) - Director (Proxy to Patsy)
Tuyet Nguyen – Director (Proxy to Belinda)
Tina Huynh (DMA) - Director
Gloria Dixon – Director (Proxy to Belinda)
Latha Sambamurti – Director (Proxy to Belinda)
Jay Narongdej (Phd) - Director
Xiaoming Melody Zhyang – Director (Proxy to Belinda)

Order of Business:

1. Meeting called to order at 6 PM.
2. Meeting minutes of November 29, 2022 Bd mtg distributed and reviewed. With no comments or changes/corrections, Director June Sekiguchi made the motion seconded by Director Katie Condit to approve the minutes. Minutes approved.
3. Financials: Deferred. However, Executive Director Lua Pritchard provided financial statements and detail provided by the treasurer. The organization is ending the year in a very positive position. The 2023 draft budget was provided to the Board for review for the January Board meeting to consider.
4. Executive Director's Report: Lua Pritchard. (Please see attached for details)
 - a. Building Project:

Capital Campaign fund raising has raised significant donations and will now be extended through the summer 2023 to coincide with the projected ground breaking of the new building.

 - Received word of award of \$1.5 million of Federal funds through Senator Patty Murray.
 - Working with Cheney Foundation for key funding.

- Working with state legislators for additional funding.
 - Working on grant from Norcliffe Foundation for a site visit and possible funding.
 - U.S. Oil sent first \$40k.
- b. Fund Development:
- Operationally continues to be busy, grant applications, meetings, outreach ending 2022 in good position.
- c. General Operations:
- Covid vaccine testing continues on Mondays and vaccinations clinics each Wednesday to include boosters and baby clinics.
 - Seeking additional staffing.
 - End of year dinner well attended by 73 guests.
 - Funding for 2023 operations are very promising and we are ending the year with a surplus surpassing 2022 projections.
 - Staff end of year bonuses awarded and hope to raise salaries.
 - Working with Tacoma School District and Metro Parks to fund our storage requirements estimated to be \$100,000 value of assistance during construction of the new APCC building.
 - Key development partnership with Lincoln District Senior Low Income Housing and LIHI organization to be located in Tacoma's Lincoln District..
 - ED is requesting for it to be noted in minutes – because some of the grants require some statement about the board approving the Executive Director to seek and apply for grants to fund programs and supporting activities or events. Board approved.
- d. Cultural Program:
- APCC New Year planning meeting continues on a weekly basis..
- e. Youth Program: (see attached)
- f. Business & Community Engagement Services: (see attached).

5. President's Report: Patsy Surh O'Connell.

- Met withfor Korean women married to non-Koreans.
- Washington Chapter ofmaking a \$10,000 donation to APCC.
- Recognized the declining health of long-time supporter of APCC, Jade Choe.

6. Mtg. Adjourned at 6:45.

Respectfully, Albert Cosio, Board Secretary



ASIA PACIFIC CULTURAL CENTER Board of Directors - 2023

President	Vice President
Patsy Surh O'Connell / APCC Founder, Artist 2520 71st Ave. Ct. NW. Gig Harbor, WA 98335 (home) (253) 265-2225 (home), (253) 226-2742 (cell) psurhoc@comcast.net EC, BDC, BPDT	Belinda Y. Louie, Ph.D. / Professor of Education UWT 1900 Commerce St. Tacoma, WA 98402 (work) PO Box 443, Tacoma WA 98401 (home) (253) 692-4434 (work), (253) 376-3553 (cell) bylouie1@gmail.com / EC, BPDT, FDC, FC
Secretary	Treasurer
Albert Q. Cosio, MS, LTC, (USA Ret.) / Community Advocate 7114 57th St. Ct. W. University Place, WA 98467 (home) (253) 273-6119 (cell) albert.cosio@outlook.com EC, BPDT, FDC, FC	Francisco Pascua / Home Mortgage Consultant, Wells Fargo 5909 16th St. Ct. NE Tacoma, WA 98422 (206) 790-9651 fpascuajr@gmail.com FDC, FC
Elaine S. Ishihara / APICAT for Health Director 1629 S. Jackson St. Seattle, WA 98144 (work) 10629 59th Ave. S. Seattle, WA 98178 (home) (206) 725-8715 (h), (206) 851-1179 ©, (206) 323-1443 (w) e.ishihara@comcast.net / BDC, PC	Tuyet Nguyen, MA / CRC Loving Kindness Meditation Center Founder/President 7114 Interlaaken SW Lakewood, WA 98499 (home) (253) 227-3956 (cell) / clairemarine2003@yahoo.com BDC, BPDT, FDC
Robert Yu, Attorney at Law / Deputy Prosecuting Attorney Pierce County Prosecuting Attorney's Office 5016 - 57th Ave. NW, Gig Harbor, WA 98335 (206) 898-3567 (cell) roberteyu@gmail.com / BDC, BPDT	June Sekiguchi / Artist 3401 Morrison Rd W, University Place, WA 98366 (206) 713-7819 (cell) june.sekiguchi.art@gmail.com BDC, PC
Latha Sambamurti / Producer & Director of Large Scale Festivals in WA State & WA State Arts & Cultural Leader PO Box. 113 Redmond, WA 98073-0113 (425) 208-1696 (cell) lathapat.arts@gmail.com / BDC, PC	Gloria Dixon / Director Philanthropy & Executive Director - BECU Foundation 11226 184 th St. E. Puyallup, WA 98374 (206) 812-5151 (work), (414) 510-2847 (cell) gloria.dixon@becu.com / BPDC, FDC
Tina Huynh, D.M.A. / Asst. Professor of Music Education, UPS 1213 S. Cheyenne Court, Tacoma, WA 98405 (714) 675-8609 (cell) tahuynh@pugetsound.edu / BDC, PC	Katie Condit / CEO - Workforce Central, Tacoma 13417 31st Ave NW Gig Harbor, WA 98332 (541) 647-8476 (cell) kcondit@workforce-central.org / FDC, FC
Susanna Keilman, MBA, MA 1673 Burnside Place Unit C Dupont, WA 98327 (253) 279-6970 (cell) susanna.keilman@gmail.com BDC	Ray Hing, Insurance Broker/Real Estate Agent & Investor 1914 86 th Street East Tacoma, WA 98445 (253) 224-6704 sarethhing31@yahoo.com BDC
APCC Executive Director	
Faaluaina (Lua) Pritchard 4851 S. Tacoma Way, Tacoma, WA 98409 (253) 383-3900 (work) / (253) 590-7457 (cell) faaluaina@asiapacificculturalcenter.org BDC, PC, BPDT, FDC, FC, EC	<ul style="list-style-type: none"> * Board Development Committee = BDC * Building Project Development Team = BPDT * Fund Development Committee = FDC * Programs Committee = PC * Finance Committee = FC * Executive Committee = EC

Revised 05/25/2023



LAKEWOOD SISTER CITIES ASSOCIATION

6427 Wildaire Rd SW
Lakewood, WA 98499

Honorary Ex-Officio

Mayor Jason Whalen

Council Liaison

Councilmember
Michael Brandstetter

Board of Directors/Members

President - Connie Coleman-Lacadie

Vice-President - Kathleen Hoban

Treasurer - Mike Brandstetter

Secretary

James Kim

Michael Lacadie

Enrico Picardal

Herb Stumpf

Julia Woodworth

Association Members

Linda Farmer

Eric Warn

Charles Ames

Shane & Lisa Klinkhammer

August 18, 2023

City of Lakewood
Lakewood Lodging Tax Grant
6000 Main Street SW, Lakewood, WA 98499

Dear Grant Review Committee,

Lakewood Sister Cities Association (LSCA) is pleased to partner with Asia Pacific Cultural Center (APCC) for the 14th Annual Samoa Cultural Week in 2024. This is a worthwhile project that will honor and celebrate the Polynesian heritage and the Samoan people in our community. People from all over Washington and even outside the State will come together to experience the wonderful traditions, customs, food, and culture of Samoa.

LSCA's relationship with APCC spans over 15 years. We have partnered every year (except during COVID) to host a dynamic line-up of international cultural performances to support our annual International Festival for the past 13 years.

The City of Lakewood Lodging Tax Grant funding for the 14th Annual Samoa Cultural Week would be an investment in a stronger, healthier, more vibrant community and would bring thousands of people to visit the great City of Lakewood. We truly hope that the city will fully support this event. Please feel free to contact me if I can be of further assistance at cjlacadie@aol.com or 253.906.1346.

Sincerely,

Connie Coleman-Lacadie

Connie Coleman-Lacadie
President
Lakewood Sister Cities Association

7. APPLICATION FOR FISCAL YEAR 2024 LTAC GRANT FUNDING

1a. Project Information

Project Name: Sales, Marketing and Event Recruitment for Tourism Generators in Pierce County

Amount of Lodging Tax Funding Requested: \$ 115,000
(Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")

Total Project Cost: \$ 4,016,415
(Total Project Amount must match Project Budget column c "Total Project Cost")

1b. Applicant Organization

Name of Applicant Organization: Tacoma Regional Convention & Visitor Bureau
d.b.a. Travel Tacoma – Mt. Rainier Tourism and Sports

Mailing Address: PO Box 1754
Tacoma, WA 98401

Tax ID Number: 91-1465947

Organization Unified Business Identifier (UBI) 601 216 920
UBI Expiration Date: 12/31/2023

Type of Organization: Non-Profit Convention and Visitor Bureau and Sports Commission – 501(c)(6)
(Non-profit, For-profit, Municipality, Private business, etc.)

1c. Contact:

Name: Dean Burke
Title: President and CEO
Telephone: 253-284-3250
Email: dburke@traveltacoma.com

Signature: 

The signatory declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used only for the purposes

set forth herein, and verifies that all the information contained in this application is valid and true to the best of his/her knowledge.

2. Project Description

- a. Event Date(s): | This project encompasses the 2024 calendar year, and includes event recruitment, marketing, and sales for tourism in Lakewood and Pierce County |
- b. Event Location: | N/A – See below for hotel and venue highlights |
- c. If there is a charge or fee for this activity, please describe how much and why.

| No charge to public |
- d. Please provide a detailed, yet concise **scope of work (mandatory)** and/or proposed project/activity. Include information on the area the project will serve, its expected impact and list the responsible party(s).

Travel Tacoma – Mt. Rainier Tourism & Sports is the combined regional destination marketing organization (DMO), convention & visitors bureau, and sports commission for all of Pierce County. Our mission is to deliver tourism through the creation of measurable hotel room nights and economic impact (day visits, tax collections, spending at local businesses) county-wide by focusing on three pillars of business:

- Amateur Sports (59,000 room nights in 2024; 2,275 at events directly in Lakewood)
- Leisure Tourism (42,000 room nights in 2024)
- Meetings & Conventions (24,000 room nights in 2024)

Through a sales-focused events and tourism program across our three pillars, we expect to deliver **125,000 total room nights in 2024** to communities throughout Pierce County.

Below is a summary of our work as it pertains to Lakewood, within each of our areas of focus:

AMATEUR SPORTS

We are experiencing a “sling-shot effect” coming out of the pandemic hibernation period as sports events are showing no signs of slowing down anytime soon. We’re looking to have 49 events execute in 2024 throughout Pierce County. Five events will be hosted directly in Lakewood, and will potentially generate **2,275** room nights:

- Ft. Steilacoom Invitational (September) – Ft. Steilacoom Park, 1,000 Room Nights
- Rainier Cup Judo Championships (October) – Pierce College, 500 Room Nights
- West Coast Open Karate Championships (October) – Pierce College, 150 Room Nights
- American Lake Fall Classic (October) – American Lake, 350 Room Nights
- Pat Lessor Harbottle Invitational (October) - Tacoma Country Golf Club, 275 Room Nights

Seven large events in the surrounding areas, generating an additional **28,000 room nights**, are likely to have an impact on Lakewood hotels:

- Charity Choice Invitational – Greater Tacoma Convention Center: 5,000 room nights
- WIAA State Wrestling Championships – Tacoma Dome: 3,500 room nights
- WIAA Basketball Championships – Tacoma Dome: 5,000 room nights
- WA State Compulsory Gymnastics Championships – Greater Tacoma Convention Center: 4,000 room nights

- WA State Region 2 Women's Gymnastics Championships – Greater Tacoma Convention Center: 4,500 room nights
- WIAA State Track & Field Championships – Mt. Tahoma High School: 4,800 room nights
- USATF Junior Olympics Track & Field Championships – Mt. Tahoma High School: 1,200 room nights

Additional Support for Sports

We continue to evolve our relationship with our cross-country running experts to expand our championships at Fort Steilacoom Park. This discipline continues to grow, and we hope to see more Regional and National opportunities land at this spectacular venue. We are also working to bring more cyclocross events after the huge success of the 2019 USA Cycling Cyclocross National Championships.

New for 2023/2024: WIAA events are under statewide bid for the first time in years, even decades for some events. Lakewood hotels are among the highest performing and preferred locations for youth amateur sports teams and families, for their rates, safety, and access to budget-minded amenities (food and beverage, etc.). While some of the WIAA events we are bidding for may be hosted outside of Lakewood, travelers do not see city borders, and will gladly drive 5-10 miles for the right lodging, and Lakewood is often their destination. Lakewood LTAC funds will partially be used as part of a comprehensive host package to keep WIAA events in Pierce County.

MEETINGS AND CONVENTIONS

Part of Travel Tacoma's mission is to draw meetings and conventions to Pierce County through a dedicated sales effort. When these meetings book in Pierce County, the attendees often plan pre- and post-meeting visits, when they become active leisure visitors, exploring Pierce County's cities, smaller communities, shoreline, and mountain.

For 2024, there are currently (as of August 17, 2023) 16,644 definite room nights booked, and we are forecasting approximately 24,000 group room nights booked in 2024 for both in-year events and in the future-business pipeline.

The main sales marketing activities that will directly support the Lakewood meetings and conventions market are:

- Lakewood content on CVENT, the #1 meeting planner online resource to research destinations and source leads.
- Attendance at up to six Connect Events and promotional packages where Lakewood images and information will be included in materials shown to meeting planners.
- An East Coast sales mission that includes hosted client events with association meeting planners and four quarterly virtual client events where Lakewood images and information will be included in the presentation.
- Booking larger events in neighboring communities, which create room nights in Lakewood by way of compression. Hoteliers in Lakewood can confirm the positive effects of these events are felt in their hotels.

The sales and marketing activities are focused on recruiting opportunities for our highest demand generators in Lakewood and throughout Pierce County. Primary meeting/convention targets are the association, corporate, and SMERF (social, military, education, religion, and fraternal) markets.

LEISURE TOURISM

Our Pierce County-wide marketing program centers around two specific categories that attract visitors from 50+ miles: Itineraries and Events. Both acknowledge that individual attractions and events have a high bar for getting visitors into a car or on a plane, but several combined attractions, or multiple events around the same time period have a much easier time attracting drive-market visitation. We expect regional drive-market travel to continue to dominate travel throughout the country in 2024, as it has since the pandemic.

Itinerary-Based Marketing Program

Our geo-targeted marketing program uses encrypted and anonymized data that allows us to 1) determine which Pierce County attractions drive visitation in each season; 2) bundle those attractions together into themed overnight itineraries; 3) heavily advertise those itineraries to visitors outside of 50+ miles of Pierce County who are similar to those who have visited previously; and 4) use geolocation data to determine if the people we marketed to visited Pierce County and stayed in paid lodging.

Our program provides algorithm-based estimates on visitation, allowing us an efficient, cost-effective way to market and measure the results of that marketing.

We will conduct a total of eight itinerary-based leisure marketing and PR campaigns that include activities, attractions, events, restaurants, and overnight stays in communities throughout Pierce County. Many of those will have stops in Lakewood, and three in particular will feature Lakewood (see below).

- **Spring Itinerary (launching March 4, 2024): “Shutter Journey”**
Demand Generator: A photography-based itinerary geared toward young and adventurous travelers.
- **Fall Itinerary (launching September 9, 2024): “The Feastmaster: A Culinary Tour of the Tastes of the South Sound”**
Demand Generator: Culinary tourism
- **Winter Itinerary (launching November 1, 2024): “Hometown Hacks: Visit Like a Local”**
Demand Generator: A deeper experience that encourages visitors to enjoy the things that locals enjoy, rather than the trappings of retail tourism.

Events-Based Marketing Program

The breadth of events in Pierce County during summer and the Holidays is a major tourism marketing asset.

While local festivals often have an attendance comprised mainly of residents, we will create an incentive for potential visitors to drive or fly from 50+ miles by combining several local events, festivals, performances, exhibitions, and shows into two seasonal calendars (one summer, one Holiday), aggressively marketing those calendars to those potential visitors, and using geolocation data to see if the marketing caused the visitors to come to the events and stay overnight.

As we are doing in 2023, we will include and feature and promote Lakewood events such as:

- Lakewood Farmers Market
- Lakewood SummerFEST
- Mayfest (Lakewold Gardens)
- Solstice Lights (Lakewold Gardens)

Partnership with Lakewood

The development of these itineraries and advertisements will include photography and videography of the points of interest, with Lakewood being among them. We will share the resulting video and photo rights with the city and our partners in Lakewood.

Please be aware that if unforeseen circumstances occur and campaigns cannot go forward due to government policies or restrictions, unused funds will be returned to Lakewood LTAC.

Destination Awareness

Outside of our specific sports, leisure marketing, and meeting and convention sales activities, we market and amplify the Lakewood and Pierce County destinations in several other visitor-facing ways:

- Website and Hotel Booking Engine: Our website (www.traveltacoma.com) contains a [Lakewood landing page](#) we've partnered with the City of Lakewood to develop. Visitors can also book Lakewood hotels on our site's integrated booking engine: BookDirect.
- Social Media: With 40k+ followers that consist mostly of past and future-potential visitors, we frequently share content from the City of Lakewood, Lakewood Chamber of Commerce, Lakewold Gardens, Lakewood hotels, and the events and attractions in the city throughout the year.
- Printed Publications: Travel Tacoma publishes [online and hard copy visitor guides](#), each of which feature Lakewood throughout.

3. Beneficiaries

Please list and provide specific information regarding all individuals, businesses, areas, or organizations that will directly benefit from the project/activity.

| Travel Tacoma – Mt. Rainier supports all proven tourism-facing businesses in Lakewood, which includes meeting venues, sporting venues, restaurants, hotels, attractions, and other small businesses.

Five sports events will take place in Lakewood in 2024, delivering approximately 2,275 room nights. While hotels, restaurants, and attractions throughout Lakewood will benefit from these tangentially, the venues that directly benefit will include:

- City of Lakewood
- Pierce College
- Fort Steilacoom Park
- Tacoma Country & Golf Club
- American Lake

Venues with meeting facilities in Lakewood are featured on our promotional meetings website and are regularly featured in a monthly newsletter to more than 6,000 engaged meeting planners.

- McGavick Conference Center
- Holiday Inn Express – Lakewood
- Lakewold Gardens
- Best Western Lakewood
- TownePlace Suites Tacoma/Lakewood

There are 103 Lakewood businesses listed on traveltacoma.com. The attractions that receive the most website referrals, indicating the most visitor interest, are:

- Fort Steilacoom Park
- American Lake
- Lakewold Gardens
- Thornewood Castle Inn and Gardens
- Oakbrook Golf Course

Hotels for which Travel Tacoma gathers and monitors visitation via geolocation data, and which are available for booking on Travel Tacoma's website:

- Best Western Lakewood
- Holiday Inn Express Lakewood
- TownePlace Suites Tacoma/Lakewood
- Comfort Inn & Suites Lakewood

4. Goals/Monitoring

Describe the goals of the project. Will the project result in an increase in overnight stays by visitors in Lakewood? If so, how will this increase be tracked and monitored? How will an increase in the sale of goods and services as a result of the project be measured? What other short or long-term economic benefits will occur and how will that be tracked? Why do you believe those project/activity outcomes are feasible?

Note - Applicants will be required to submit a post-funding report providing pertinent data evaluating tourism benefits resulting from the use of lodging tax funds as compared with the estimates contained in this application.

Combined, we project to deliver **125,000 room nights in Pierce County** in 2024:

- **24,000** room nights from **Meetings and Conventions**; Combined from Greater Tacoma Convention Center and other county-wide meeting space assets. This includes the work we do to win new meetings and conventions business to the county, as well as efforts to retain existing business in a post-pandemic atmosphere that is one of the most competitive in recent history.
- **59,000** room nights from **Sports Events**, with an estimated 49 such events throughout Pierce County in 2024.
 - **Five events hosted directly in the city of Lakewood with the potential to generate 2,275 room nights in Lakewood hotels**, in addition to seven events held in nearby communities with **28,000 total room nights** that will impact Lakewood hotels.
- **42,000** room nights from **Leisure Tourism and Events Marketing** (non-sport/non-meetings) from targeted, seasonal itinerary campaigns focusing on themes such as road trips; fall family harvest/'haunted' agritourism; antiques/'Treasures of Days Past' (Lakewold Gardens and Lakewood-area antique stores); finer-things-in-life/'Life is Good' (including poetry readings and music at Lakewold Gardens); and educational travel.

5. Estimate how the funds will increase the amount of people traveling to Lakewood to stay overnight in paid accommodations.

| All our activities are designed to specifically increase overnight visitation, and the use of Lakewood LTAC funds would be no different. Travel Tacoma promotes Lakewood venues and attractions as part of the Pierce County destination to three major markets that bring overnight visitors to Lakewood: amateur sports, meeting and conventions and leisure travelers in identified markets. Combined, we project to deliver **125,000 room nights in Pierce County** in 2024.

AMATEUR SPORTS

Through our work with sports event organizers and owners to help attract and grow their events, we expect to have 49 amateur sports events execute in 2024 throughout Pierce County. Five events will be hosted directly in Lakewood, and will potentially generate **2,275** room nights from athletes, officials, and spectators; and seven large events in the surrounding areas, generating an additional **28,000 room nights**, will have an impact on Lakewood hotels.

Details of these efforts are above, in section 2(d).

CONVENTIONS & MEETINGS

Through dedicated sales efforts that include working closely with meeting planners to attract their events to Pierce County, as of August 17, 2023, there are 16,644 definite room nights booked, and we are forecasting approximately **24,000 group room nights** booked in 2024 for both in-year events and in the future-business pipeline.

Details of these efforts are above, in section 2(d).

LEISURE TOURISM

Our Pierce County-wide marketing program centers around two specific categories that attract overnight visitors from 50+ miles: Itineraries and Events. Both acknowledge that individual attractions and events have a high bar for getting visitors into a car or on a plane, but several combined attractions, or multiple events around the same time period have a much easier time attracting drive-market visitation. We expect regional drive-market travel to continue to dominate travel throughout the country in 2024, as it has since the pandemic. We aggressively advertise these itineraries and events calendars, and are able to see their effectiveness – i.e. whether those people who interacted with our ads came to Pierce County and stayed in paid lodging – using geolocation technology.

Other parts of the leisure-tourism marketing program include destination awareness (earned media/PR, website, hotel booking engine, social media, printed publications) and visitor services.

Details of these efforts are above, in section 2(d). |

6. Estimate how the funds will increase the amount of people traveling to Lakewood from more than 50 miles from their residences.

| Sporting events will bring participants and guests directly to Lakewood venues, many of whom are coming from 50 miles away or more. This is expected to deliver at least 2,275 room nights to Lakewood hotels, only counting events directly held in Lakewood, and not those room nights that will certainly result from

compression from events in surrounding communities. Lakewood is sure to benefit from the compression impact of seven events that combine for 28,000 room nights in surrounding communities.

For meetings and conventions, our sales team targets meeting planners regionally and therefore tends to attract regional attendees, many of which are from outside of 50+ miles.

For leisure tourism, our itinerary-based marketing, combined with the above-mentioned geolocation data system, allows us to specifically target those individuals from more than 50 miles away. We will also target our earned-media (public relations) activities to publications outside this region. |

7. Estimate how the funds will increase the amount of people traveling to Lakewood from outside their state or country.

| While national and international travel, meetings, and events are recovering from the pandemic and its restrictions, Travel Tacoma continues to attract meetings and conventions across the country by attending regional and national tradeshows, marketing Pierce County as a destination for meetings and events in publications in the associations-heavy markets of the Midwest and conducting an East Coast sales event. The Travel Tacoma sales team has already secured business for 2023 from Washington, Arizona, California, Colorado, Iowa, Idaho, Minnesota, Missouri, Nevada, Oregon, South Carolina, and Tennessee. These events along with many others are anticipated to deliver more than 24,000 room nights to Pierce County in 2024.

For leisure tourism marketing, our main goal is to influence people to stay overnight in paid accommodations through our marketing and brand awareness efforts. Our geolocation-based marketing is currently set to target those from at least 50 miles away and spanning nationwide, which of course consists of many out-of-state visitors. Of our ad audience consisting of potential visitors from 50+ miles, 59% are from out of state.

Approximately 45% of our website traffic comes from outside of Washington, and our geodata shows that of visitors from 50-plus miles away, 65% come from out of state, demonstrating that our target goes far beyond the local audience. We work to attract travel writers who publish in national travel magazines and newspapers. |

8. Funding Requirements

Due to funding constraints, partial funding may be recommended by the LTAC. If partial funding is received, how will that impact the project/activity? Please describe:

| Our goal is to remain competitive as a destination that draws visitors, which means we must match or exceed marketing and sales efforts and corresponding budgets of other cities and locations. It is imperative that we become increasingly competitive with other like-sized destinations by having projects that are funded beyond one year so that the impact can be consistent, and the benefit longer-lasting. Partial funding will greatly inhibit our ability to generate as many room nights as we otherwise could, and to have the website and web traffic impact Lakewood metrics. Without full funding, we would lose the economies of scale that allow us to competitively target the leisure market during the shoulder season months to increase room nights.

A reduction in our budget would cause a loss of momentum in our marketing and sales efforts, and would reduce our exposure in the marketplace, specifically as it relates to being visible among decision-makers for our target markets such as sports, meetings and conventions, tour & travel, and leisure travelers.

Partial funding could result in a reduction in the implementation of key strategies and activities, such as sales and marketing initiatives, and could ultimately result in a loss of jobs for staff members depending on the level of reductions we incur. |

9. Use of Funds

Provide detail on how the funds will be used. For example, \$20,000 of the funds will be used for marketing, \$5,000 for administration, \$10,000 for Consultants, etc.

| As we are reconfiguring a running budget for 2024 and awaiting funding decisions from other partners, we are still finalizing our budget for 2024 at the line-item level. Funding is a moving target, as are the opportunities that will be actualized during the course of the year. It is important to note that Lakewood's LTAC is an ancillary supporting fund that is part of a seven-partner system, and one of the first municipal LTAC applications we submit every year.

Below is how we anticipate Lakewood's LTAC funds would be spent:

- \$50,000 P&A
- \$65,000 supporting the 3 main pillars of development: Sports, Leisure, Meetings & Conventions. This will go toward activities to attract or retain sports events that directly impact Lakewood and advertising that promotes Lakewood as part of the Pierce County destination.

Attached is our draft budget for 2024, and the IRS identification form. |

10. Project Budget (for non-capital projects). Do not include in-kind contributions.

Income: A diversified funding base is important to the success of any project. Please list all other sources of funding for the project, both anticipated and confirmed and when that funding will be available to the project. Include your own funding, sponsorships, other grants, etc.

Funding Source: List all revenue sources anticipated for 2024. Do not include requested Lodging Tax Funds	Amount	Confirmed? Yes/No	Date Available
Pierce County TPA	\$1,508,815	Yes	01/01/2024
Pierce County LTAC	\$1,470,000	Yes	01/01/2024
City of Tacoma	\$741,600	Yes	01/01/2024
City of Lakewood	\$115,000	No	01/01/2024
City of Puyallup	\$95,000	Yes	01/01/2024
City of Fife	\$50,000	No	01/01/2024
	\$ Total: \$3,980,415		01/01/2024

Expenses: Based on full funding, please list project costs.

Note: Certain expenses may not be reimbursable, at the sole discretion of the City of Lakewood.

You will only be reimbursed at the authorized rates. Insurance is not an eligible cost.

	a. Lodging Tax Funds Requested *	b. Other Funds (Do not include "in-kind" dollars)	c. Total Project Cost **
Personnel (salaries & benefits)	\$50,000	\$	\$1,316,260
Administration (rent, utilities, postage, supplies, janitorial services, etc.)	\$65,000	\$	\$476,179
Marketing/Promotion	\$	\$	\$2,223,976
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	\$	\$	\$
Minor Equipment (computers, desks, etc.)	\$	\$	\$
Travel	\$	\$	\$
Contract Services Describe below	\$	\$	\$
Other Describe below	\$	\$	\$
TOTAL COST	\$115,000	\$	\$4,016,415
Description for Direct Sales Activities, Contract Services, Travel and Others			
In-Kind Contributions			

**Amount in column a "Lodging Tax Funds Requested" must match "Amount of Lodging Tax Funding Requested" under 1a of application. ** Amount in column c "Total Project Cost" must match "Total Project Cost" under 1a of application.*

11. Funding History

a. Was this project funded with Lakewood lodging tax funds in fiscal year 2023? ☒ Yes ☐ No

b. If you answered yes to 11a, how much funding did you receive in 2023? \$ 115,000

c. If you answered no to 11a, what is the last year Lakewood funding was received and how much?

Year Amount awarded

No previous funding

11d. Indicate what efforts have been made to access funding from additional sources?

12. Coordination and Collaboration

Please provide information about any other organizations or agencies involved in this project/activity. Describe their level of involvement. Describe how this project coordinates with other tourism promotion efforts or services in the area, including Chambers of Commerce, local festivals, local lodging and restaurants. You may attach up to three letters of support from these organizations.

The goal of all Travel Tacoma – Mt. Rainier Tourism & Sports sales and marketing initiatives is to increase overnight visitation to Pierce County communities, including Lakewood. To this end, we have always worked closely with Lakewood hotel properties, the Lakewood Chamber of Commerce, and economic development and communication officials within the City of Lakewood. Lakewood is not only a key asset for Pierce County; it is also in Travel Tacoma – Mt. Rainier's DNA.

As mentioned above, we use our well-followed social media and web channels, as well as email marketing to support visitor-facing events and attractions in Lakewood, such as the Lakewood Farmers Market and SummerFEST. We also partner with Lakewood mainstays like Lakewood Gardens, where we help promote their seasonal events and year-round gardens in the itineraries we develop and market.

Additionally, we have a strong track record of working with the City of Lakewood and other local partners to win, recruit, or develop high-impact events for Lakewood, and specifically for Fort Steilacoom Park. We created, developed, or assisted in developing Lakewood SummerFEST sports components (including the triathlon), the UCI International Cyclocross, USA Cyclocross National Championships, the Fort Steilacoom Invitational, and several other major sporting events and championships mentioned above.

Dean Burke, Travel Tacoma's president and CEO, has served on the Lakewood Parks and Recreation Legacy Planning Committee, whose plan was adopted by the Lakewood City Council. We have worked directly to ensure tourism-facing goals were recognized and maintained as a priority, and we continue to support the city manager and the city economic development team throughout the year with consulting and support on various development projects.

13. Capital Projects Budget

*Note: A capital project requires a proportional degree of city ownership in the facility. Therefore, capital projects where there is **no city ownership are not eligible** to receive funding.*

Supporting the Capital Expenditures and/or Operation of City Tourism-Related Facilities

FUNDING/TIMELINE	Responsible Parties, Methods, Means	Begin (Dates or Periods)	End (Dates or Periods)	Amount Requested From Lodging Funds	Other Funds Committed or Proposed*	TOTALS
Design & Inspection				\$	\$	\$
Other Consultants				\$	\$	\$
Permits & Fees				\$	\$	\$
Land Acquisition				\$	\$	\$
Site Development & Landscape				\$	\$	\$
Buildings (New Construction)				\$	\$	\$
Building Renovations (Includes Access)				\$	\$	\$
Other (Specify) <i>Insurance is not an eligible cost.</i>				\$	\$	\$
TOTAL				\$	\$	\$

*If other funds are committed, please attach a letter of commitment from the funding source.

14. Certification

The applicant hereby certifies and confirms:

1. That it does not now nor will it during the performance of any contract resulting from this proposal unlawfully discriminate against any employee, applicant for employment, client, customer, or other person(s) by reason of race, ethnicity, color, religion, age, gender, national origin, or disability;
2. That it will abide by all relevant local, state, and federal laws and regulations;
3. That it has read and understands the information contained in this application for funding and is in compliance with the provisions thereof, and;
4. That the individual signing below has the authority to certify to these provisions for the applicant organization, and declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used for the purposes set forth herein.

Primary Signature:



Dean Burke, President and CEO, Tacoma Regional Convention and Visitor Bureau; 8/17/2023

Printed Name & Title of Chief Administrator/Authorizing Official

Date

15. E-Verify Requirements for Contractors & Certification

By Ordinance, the City of Lakewood requires that all contractors who enter into agreements to provide services or products to the City use the Department of Homeland Security's E-Verify system when hiring new employees for the term of the contract.

E-Verify is an electronic system designed to verify the documentation of job applicants. It is run by the Department of Homeland Security.

Who is affected?

- All contractors doing business for the City of Lakewood.
 - There is no minimum dollar value for contracts affected.
- All subcontractors employed by the general contractor on these contracts.

Are there exceptions?

- Contracts for "Commercial-Off-The-Shelf" items are exempted from this requirement.
- Individuals, Companies, or other organizations that do not have employees.

How long must the contractor comply with the E-Verify system?

- For at least the term of the contract.

Are there other stipulations?

- E-Verify must be used ONLY for NEW HIRES during the term of the contract. It is NOT to be used for EXISTING EMPLOYEES.
- E-Verify must be used to verify the documentation of ANY new employee during the term of the contract, not just those directly or indirectly working on deliverables related to the City of Lakewood contract.

How will the City of Lakewood check for compliance?

- All contractors will retain a copy of the E-Verify Memorandum of Understanding that they execute with the Department of Homeland Security AND
- Sign and submit to the City an Affidavit of Compliance with their signed contract.
- All General Contractors will be required to have their subcontractors sign an Affidavit of Compliance and retain that Affidavit for 4 years after end of the contract.
- The City of Lakewood has the right to audit the Contractor's compliance with the E-Verify Ordinance.

Further information on E-Verify can be found at the following website: <https://www.e-verify.gov>

If you have questions about the City's E-Verify Ordinance, please contact the City of Lakewood's legal department prior to contracting with the City.

CITY OF LAKEWOOD

**AFFIDAVIT OF COMPLIANCE WITH LAKEWOOD MUNICIPAL CODE 1.42
"E-VERIFY"**

As the person duly authorized to enter into such commitment for

TACOMA REGIONAL CONVENTION AND VISITOR BUREAU

I hereby certify that the Company or Organization named herein will

(Check one box below)

☒ Be in compliance with all of the requirements of City of Lakewood Municipal Code Chapter 1.42 for the duration of the contract entered into between the City of Lakewood and the Company or Organization.

- OR -

☐ Hire no employees for the term of the contract between the City and the Company or Organization.



Signature

Dean Burke, President and CEO, Tacoma Regional Convention and Visitor Bureau_____
Print Name and Title

8/17/2023_____
Date

Internal Revenue Service**Department of the Treasury**

**P. O. Box 2508
Cincinnati, OH 45201**

Date: June 7, 2002

Person to Contact:

Michelle Jones 31-07675
Customer Service Specialist

Toll Free Telephone Number:

8:00 a.m. to 8:30 p.m. EST

877-829-5500

Fax Number:

513-263-3756

Federal Identification Number:

91-1465947

Tacoma-Pierce County Visitor &
Convention Bureau
PO Box 1754
Tacoma, WA 98401-1754

Dear Sir or Madam:

This is in response to your request for affirmation of your organization's exempt status.

In January 1991 we issued a determination letter that recognized your organization as exempt from federal income tax under section 501(c)(6) of the Internal Revenue Code. That letter is still in effect.

All exempt organizations (unless specifically excluded) are liable for taxes under the Federal Insurance Contributions Act (social security taxes) on remuneration of \$100 or more paid to each employee during a calendar year. Your organization is also liable for tax under the Federal Unemployment Tax Act for each employee to whom it pays \$50 or more during a calendar quarter if, during the current or preceding calendar year, it had one or more employees at any time in each of 20 calendar weeks or it paid wages of \$1,500 or more in any calendar quarter.

If your organization's character, method of operation, or purposes change, please let us know so we can consider the effect of the change on the organization's exempt status. Also, your organization should inform us of all changes in its name or address.

Your organization is required to file Form 990, Return of Organization Exempt from Income Tax, if its gross receipts each year are normally more than \$25,000. If a return is required, it must be filed by the 15th day of the fifth month after the end of the organization's annual accounting period. The law imposes a penalty of \$20 a day, up to a maximum of \$10,000, when a return is filed late, unless there is reasonable cause for the delay.

Because your organization is not an organization described in section 170(c) of the Code, donors may not deduct contributions made to your organization. You should advise your contributors to that effect.

-2-

Tacoma-Pierce County Visitor & Convention Bureau
91-1465947

Your organization is not required to file federal income tax returns unless it is subject to the tax on unrelated business income under section 511 of the Internal Revenue Code. If your organization is subject to this tax, it must file an income tax return on Form 990-T, Exempt Organization Business Income Tax Return. In this letter we are not determining whether any of your organization's activities are unrelated trade or business as defined in Code section 513.

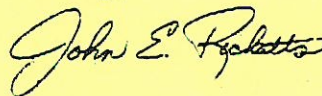
The law requires you to make your organization's annual return available for public inspection without charge for three years after the due date of the return. You are also required to make available for public inspection a copy of your organization's exemption application, any supporting documents and the exemption letter to any individual who requests such documents in person or in writing. You can charge only a reasonable fee for reproduction and actual postage costs for the copied materials. The law does not require you to provide copies of public inspection documents that are widely available, such as by posting them on the Internet (World Wide Web). You may be liable for a penalty of \$20 a day for each day you do not make these documents available for public inspection (up to a maximum of \$10,000 in the case of an annual return).

As this letter could help resolve any questions about your organization's exempt status, you should keep it with the organization's permanent records.

If you have any questions, please call us at the telephone number shown in the heading of this letter.

This letter affirms the exempt status of your organization.

Sincerely,



John E. Ricketts, Director, TE/GE
Customer Account Services



2024 SALES AND MARKETING PLAN

Travel Tacoma – Mt. Rainier Tourism & Sports is the combined regional destination marketing organization (DMO), convention & visitors bureau, and sports commission for all of Pierce County. Our mission is to deliver tourism through the creation of measurable hotel room nights and economic impact (day visits, tax collections, spending at local businesses) county-wide by focusing on three pillars of business:

- Amateur Sports
- Leisure Tourism
- Meetings & Conventions

EXECUTIVE SUMMARY

This marketing plan outlines Travel Tacoma – Mt. Rainier's strategy for marketing Pierce County as a destination, in order to maximize the region's competitiveness in the national and regional sports, meetings and conventions, and leisure tourism markets.

In everything we do, Travel Tacoma uses overnight stays as its primary metric of success. To that end, Travel Tacoma – Mt. Rainier Tourism & Sports has developed deep roots in the Pierce County hospitality community, working closely with lodging partners throughout the county in several capacities, including sales, marketing, and consulting. In 2024, **we project to deliver approximately 125,000 room nights in Pierce County**.

As it applies to the aforementioned pillars of business:

- Amateur Sports (59,000 room nights in 2024)
- Leisure Tourism (42,000 room nights in 2024)
- Meetings & Conventions (24,000 room nights in 2024)

Meeting Sales

As an organization that writes contracts to host meetings, conventions, and special events at the Greater Tacoma Convention Center, and sporting events throughout Pierce County, Travel Tacoma regularly sends qualified leads from meeting planners to hotels throughout Pierce County. These leads result in tens of thousands of room-nights annually at local hotels. When responding to RFPs from meeting planners and sporting event organizers, Travel Tacoma partners with hotels to ensure we have the right rooms at the right price-points to secure that business. For larger hotels with meeting space that serve as their own venues, Travel Tacoma often refers business to them when there is a good fit for space needs and scheduling.

Leisure Marketing

From a leisure marketing perspective, Travel Tacoma offers exposure through our social media platforms and inclusion of Pierce County hotels, attractions, and points of interest in advertising programs targeting leisure travelers. Utilizing the latest geo-targeting technology, we offer our partners both unparalleled visitor data and the marketing opportunities to reach those visitors.

We also work with local hotels to host qualified travel journalists, bloggers, and influencers, with the goal of generating media and social media coverage for the host property. Travel Tacoma's website receives more than a million visits annually, with most traffic arriving at business/hotel listings and events – both of which offer direct access to our hotel partners.

In addition, Travel Tacoma develops two annual publications: a visitor guide aimed at attracting leisure travelers to Pierce County, and a meeting planner guide geared toward helping meeting planners assess Pierce County's fitness and capacity to host their events. Lodging plays strongly into decisions by both leisure travelers, and meeting planners, so we feature hotel properties prominently in both these publications.

Consulting Services

For hotel brands and developers considering entering or expanding within the Pierce County market, we offer consulting services to gauge potential demand from meetings and leisure business. We receive weekly and monthly reports on hotel and short-term rental performance in Pierce County and select competing markets from STR and KeyData, which we share with local lodging partners. And through our geolocation data service, we are able to provide geolocation data, analysis, and reporting to help cities and LTACs in Pierce County better measure the effects of local events and visitation.

CORE FUNCTIONS

Convention Center Sales

Proactively sell the Greater Tacoma Convention Center – as well as other event and hospitality spaces – as venues for meetings, conventions, and tradeshows to generate revenue for the venue itself, as well as room nights and increased economic impact throughout the community. We will achieve these goals by engaging meeting planners through advertising and marketing in trade publications, prospecting, tradeshow and conference participation, industry memberships, networking, site visits, hosted client events, community relationships, and sponsorships. We will partner with other destination marketing organizations where collaborations make sense and will increase return on investment.

Leisure and Event Marketing

Promote the region and generate interest and awareness for Pierce County as a destination through branded messages to targeted audiences. This includes using research to strategically develop and execute direct marketing campaigns promoting Pierce County events that have been identified as having a direct impact on tourism.

Sports

Market Tacoma and Pierce County as a destination for tourism-generating amateur and professional sporting events and lead the development of athletic programs and venues throughout the region.

We recruit and develop annual (and sustainable) events that will generate valuable hotel room night stays and increase the local economic impact. Working hand in hand with event organizers and governing bodies, we consult on venue development, as well as contribute expertise as consultants in event operations.

Destination Development

Use research, decades of tourism expertise, and on-the-ground experience to help develop events, attractions, hotels, and unified brand positioning throughout the destination. Given the increasing importance of the tourism and hospitality sectors to the local economy, we will keep the community informed and engaged about the destination's tourism and hospitality industries' health and competitive position.

Familiarization Tours

Generate destination awareness and consideration among key decision makers, media, and influencers. While overnights are the metric by which tourism health is often gauged, each overnight begins with awareness of the destination. The best way to make top influencers and awareness gatekeepers connect with our destination on a deeper level is to have them experience it first-hand. That's why we bring travel media, social-media influencers, event producers, meeting planners and tour operators to Tacoma and Pierce County to touch, see, taste and experience all this destination has to offer.

Visitor Services

The job of a destination marketing organization doesn't stop once the visitor is in-market. We influence visitor spending and regional visitor distribution, and lengthen stays by providing visitors with recommendations, visitor guides, brochures, and maps of the region to help make the trip exciting and memorable for them, and lucrative to local businesses, organizations, and partners. We do this through our online portals, social channels, visitor services phone number, and in-person visitor service center (when available).

PART OF TOURISM ON LOCAL, STATE AND NATIONAL LEVELS

Tremendous benefit to Travel Tacoma – Mt Rainier Tourism & Sports and the staff comes from being actively involved members in national, regional, state and local tourism industry organizations. These partnerships help Travel Tacoma leverage valuable community resources and bring like-interests together for collaboration.

Destinations International

Provides an annual international tourism convention for a global perspective on the industry, ongoing access to resources and research, tailored conferences that focus on specific aspects of DMO departments, and the only accreditation program that sets industry specific standards for DMO governance and operations.

DMA West

Provides annual conventions and industry guidelines and research for marketing organizations that represent the western half of the United States.

Washington State Destination Marketing Organizations Association (WSDMO)

An independent, non-profit trade association advocating tourism investment and promotion as economic development. The mission of the WSDMO is to enhance the awareness and influence of the tourism industry and to serve as the single unifying voice for all of Washington State's destination marketing organizations and tourism industry.

State of Washington Tourism

The official Destination Marketing Organization for the State of Washington, with the sole purpose of marketing Washington to tourists through advocating, promoting, developing, and sustaining destination tourism marketing.

Sports ETA

A non-profit trade association for the sports events and tourism industry in the United States, Sports ETA helps sports events and tourism professionals become more successful at bidding on and hosting sporting events. They do so through education and sharing knowledge of industry trends and best practices; advocacy and representation on national issues and initiatives related to the sports and tourism industry; providing information and trend analysis; and facilitating networking among sports and tourism professionals.

BUILDING THE STORY OF PIERCE COUNTY: MOUNTAIN CITY SEA

Travel Tacoma – Mt. Rainier Tourism & Sports uses community insights to grow the story of Pierce County through the MOUNTAIN CITY SEA story. A destination of experiences based on our unique geography, our main attractions are comprised of the interaction between our geographic platform (Mount Rainier and the Salish Sea) and the manufactured, human layer (the cities and communities throughout Pierce County). We tell the story of our main attractions through our most compelling assets: Mount Rainier, our great cities, and our saltwater shoreline.

2024 GOALS

59,000 Room Nights from Sports Events

- Estimated 43 Events throughout Pierce County, including five events hosted directly in the city of Lakewood (with the potential to generate 2,625 room nights in Lakewood hotels) and 16 events held in nearby communities.
- Room nights are tracked by reporting on the number of room nights generated by registered attendees who live 50 miles outside of the county or more.

24,000 Room Nights from Meetings and Conventions

- Combined from Greater Tacoma Convention Center and other countywide meeting space assets.
- Room nights are measured by contracted room blocks with hotels.

42,000 Room Nights from Marketing; Travel, Leisure and Events (non-sport/non-meetings)

- Targeted, flexible, itinerary-based campaigns that focus on the tourism assets of various areas within Pierce County. Among those are campaigns focusing on themes such as road trips, agritourism, Halloween experiences, educational tourism, visits to Lakewood Gardens, and events such as Summerfest.
- A new, most-advanced-of-its-kind service Travel Tacoma onboarded in 2020 and fully rolled out in 2021 allows us to geo-fence areas of high tourism value, gain insight as to what kind of visitor enters those areas and where they are visiting from (local or visitor, down to a zip code level), how long the visitors stay, and where they stay. This provides invaluable, indisputable data to support the efficacy of our marketing and event activities.

TARGET AUDIENCES

We reach these visitors directly, through our marketing and visitor services, and indirectly, through professionals in the event planning, tour operations, and travel writing fields.

Convention and Meetings Target Audience

- Education Professional – Priorities: affordability, convenience, and safety.
- Government Professional – Priorities: per diem parameters, affordability, and negotiable terms & conditions
- Association Professional – Priorities: focused on overall experience, robust pre- and post-activities, affordability, flexibility and ample meeting space
- Social Planner – Personally invested; seeking high-value and convenience with unique experience; easy transportation and parking; expects very personalized service; retained through word of mouth and social media

Sports Audience

Travel Tacoma – Mt. Rainier’s goal is to recruit state, regional, and national-level event products into the Tacoma and Pierce County area. The target customers are national and regional governing bodies that seek a host city that is near a first-tier city or is itself a second- or third-tier city. Before bidding on an event, Travel Tacoma must consider the number of hotel room nights the event will produce. All event products our organization seeks to win are based on generating hotel room nights in Pierce County.

Leisure Audience

In 2024, Travel Tacoma – Mt. Rainier will focus leisure marketing efforts on drive markets such as Portland, Seattle, Yakima, Tri-Cities and Spokane, as regional drive-travel is forecast to continue to dominate the travel landscape in 2024. These have also historically been shown to be the most likely to convert to an overnight stay through marketing efforts.

In addition to geographic markets, Travel Tacoma will use geolocation data that affords deep insight into visitation of areas of high tourism value, and determine what kind of visitor is attracted to those areas, where they are from (local or visitor, down to a zip code level), how long they stay, and where they stay. This data can also be used to market to the actual people who have visited various areas of Pierce County, as well as lookalike audiences.

CONVENTION AND MEETING SALES

These sales marketing activities are focused on recruiting events that are the best fit for Pierce County cities. Primary meeting/convention targets are the association, corporate, and SMERF (social, military, education, religion, and fraternal) markets.

Additionally, we are working collaboratively with local South Sound tourism assets to identify opportunities to promote venues throughout Pierce County to the local and regional market more effectively and efficiently. This collaboration is aimed at collective and cohesive marketing strategies to attract more one-day and multi-day events to Pierce County from the surrounding Washington and Pacific Northwest region. Opportunities with South Sound partnerships, NW Events Show and South Sound Magazine are being explored to see what may flesh out as potential opportunities to showcase the destination and convert and recruit new business.

Key Sales Strategies

- Leverage destination and convention center awareness through the leading global event venue directory (CVENT) and web planning. The destination will brand itself through regional and state banner ads and the convention center will brand itself through Seattle/Tacoma preferred placement to drive opportunity from third party, independent and organization planners.
- Partnerships to increase destination awareness to leading trade associations, societies, and volunteer organizations through five elements: connections, tradeshow, advertising & marketing, sponsorship, and membership opportunities.
- Promote destination and convention center at industry events (in-person or virtual, as conditions allow), tradeshows and conferences to generate leads, and build contacts to increase opportunities to book business.
- Increase customer “touches” with local and destination sales calls, hosted client events, site inspections, familiarization tours, promotions, social media and interactive engagements to keep the destination and convention center at front-of-mind with planners.
- Engage in industry memberships to build rapport and develop strong relationships with planners and industry partners for referral opportunities, and build destination and convention center awareness.
- Participate in outbound industry sponsorships to increase awareness of destination and convention center, sales team, and dedication to meetings and events.

Corporate Partnerships + Industry Memberships and Sponsorship Events

Commitment to the tourism community, industry, and members creates a business network designed to increase sales effectiveness. Industry memberships increase knowledge of industry issues, best practices, relationships, prospecting, referrals, etc.

Marketing for Meetings and Events

Marketing efforts to attract meetings and events to a destination combine activities that pay off immediately and in the long term. With that in mind, the marketing budget is used to showcase our meetings-first assets and venues to meeting planners and decision-makers to increase sales and profitability.

Advertising campaigns (online and print) will continue to be informed by research. These campaigns are created to enhance ongoing lead generation and sales at industry associations, familiarization tours, client events, sales calls, tradeshows, conferences, site visits, etc. These investments directly support our scope of work and benchmarks.

Primary Sales Activities

Cvent Online Destination and Event Venue Directories

- Cvent – Tacoma + Convention Center tiered marketing strategy
- Digital video retargeting to promote 30-second destination meetings video
- Cvent Connect – tradeshow + planner scheduled appointments

Connect – Corporate Partnership

- Connect – 4 individual meeting planner conferences with prescheduled planner appointments
- Digital and print marketing strategy
- Industry sponsorships + destination promotional opportunities

Recruitment Sponsorships

- Event incentives to recruit new conventions to Pierce County
- Event incentives to recruit meetings-related industry events to Pierce County

Industry/Community Memberships

- Industry meeting planner & executive associations
- Regional and local chambers of commerce and business groups

Customer Engagement

- Outbound hosted client events and sales missions
- FAMs and site visits

Regional and National Marketing and Promotion

- Digital and print market to targeted markets
- Leveraging previously created meetings-focused video spot to reach decision makers in target market.
- Monthly sales newsletter
- Annual meeting planner guides

LEISURE MARKETING

Primary Leisure Marketing Activities

In 2024, Travel Tacoma – Mt. Rainier will continue to use a mix of marketing tactics, including digital advertising, social media marketing, and public relations and media relations outreach to draw overnight visitors. The marketing channels will be almost exclusively digital, which combines the greatest flexibility and provides the greatest trackability of results.

Travel Tacoma's marketing team works to attract new and repeat visitors to Pierce County, and encourage repeat visits through data analytics, targeted advertising, public relations, social media marketing, and visitor services.

We primarily use a geolocation-based digital marketing service that allows us to attribute overnight stays from our advertising. In 2024, Travel Tacoma will conduct ten marketing campaigns: two itineraries per travel season, and two events calendars (one for summer, one for the Holiday season). Each campaign will be accompanied by social media, public relations, and videography efforts. The campaigns are currently drafted as the following:

Spring Itinerary: "Flowing Wonders: A Journey of Adventure and Beauty through Water and Land"

Demand Generator: Easy adventure in places of transcendent beauty.

Spring Itinerary: "Shutter Journey"

Demand Generator: A photography-based itinerary geared toward young and adventurous travelers.

Summer Itinerary: "Elevating Your Getaway"

Demand Generator: A sea-level to mountaintop journey.

Summer Itinerary: "Float Your Boat in Pierce County"

Demand Generator: Seeing the best of Pierce County from different kinds of boat in the perfect season for it.

Fall Itinerary: "Cabin Quest: A Cozy Adventure in the Heart of Nature"

Demand Generator: Warm cabins in cooling weather.

Fall Itinerary: "The Feastmaster: A Culinary Tour of the Tastes of the South Sound"

Demand Generator: Culinary tourism

Winter Itinerary: "Hometown Hacks: Visit Like a Local"

Demand Generator: A deeper experience that encourages visitors to enjoy the things that locals enjoy, rather than the trappings of retail tourism.

Winter Itinerary: “Rustic Romance: A Cozy Journey Through Small Towns and Countryside”

Demand Generator: A romantic retreat in the rural areas and small towns of Pierce County.

Summer Events Calendar

Demand Generator: 120+ events taking place in just 10 weeks during the summer.

Holiday Events Calendar

Demand Generator: With a calendar filled with holiday happenings, there’s something unique to do each day of the holiday season.

Using the most advanced geolocation data available to ascertain the kind of visitor who comes to Pierce County, Travel Tacoma has the capability to gain insight – via anonymized, aggregated data – to where people visit and how long they stay once they are in Pierce County. This rich data gives us the ability to determine who is visiting, from where, and for how long, which allows us to measure our marketing activities in terms of actual people who were reached and who were then inspired to visit and stay overnight in Pierce County. Additionally, it is invaluable in future planning for marketing, event, and venue development, and even for city planning.

Please be aware that if unforeseen circumstances arise and campaigns cannot go forward, unused funds will be returned to our funding partners.

Destination Awareness: Travel Writers and Influencers

Destination/brand awareness efforts lean heavily on Pierce County’s unique geographic platform to pitch and host travel writers on a two-to-three-day MOUNTAIN CITY SEA itinerary, which includes both the natural assets, and the communities that thrive here.

We will continue to seek marketing partnerships with outdoors- and culinary-focused regional blogs and influencers. We prioritize those who are open to using trackable channels for overnights, such as discount codes or trackable URLs that will allow us to report on room nights delivered.

We will continue to pitch stories on Travel Tacoma – Mt. Rainier’s major 2024 itinerary campaigns to travel and lifestyle media and distribute press releases related to those itineraries.

Visitor Services

Business and hotel referrals – Travel Tacoma uses its digital (website, social channels, etc.) and physical (self-serve visitor center and walk-in visitor information center) to reach visitors and entice those visitors through the doors of Pierce County businesses that make the most sense for them and their visit. We will continue to increase the number of these referrals by optimizing our content and website structure. As of 2023, there are more than 140,000 local business listing views on traveltacoma.com.

Newsletters

Travel Tacoma continues to use proper GDPR appropriate methods to grow its opt-in database of future visitors and meeting planners to inspire and motivate overnight stays. We have thousands of recipients who have self-identified as having a travel interest in Pierce County and have opted into our various email newsletters.

Social Media

Travel Tacoma will continue to grow social followings through content development and advertising. The focus is on Facebook and Instagram, and by working with local tourism-facing businesses and organizations (hotels, museums, restaurants, tour operators, etc.) who are already creating outstanding, compelling visual content on their own, we are able to showcase that content on our channels to target it toward potential visitors from outside the region.

We also use our social media channels to promote Pierce County special events, offerings, and new and updated attractions, exhibitions, and any other news that could potentially impact visitation.

In addition, Travel Tacoma is working to create more searchable content on important platforms like Pinterest and YouTube. Travel Tacoma also maintains a presence on Twitter and LinkedIn for a business audience.

Visitor Guides

We have transitioned production of the Travel Tacoma – Mt. Rainier Visitor Guide in-house (renamed Destination Dispatch), and created an ad-free, visitor-first catalog. Designed to provide inspiration, rather than information, the purpose of the guide is to drive traffic from the printed and digital copies to Travel Tacoma's website, where more complete – and more updated – information is available.

Geolocation Data Partnership

The same geolocation tool Travel Tacoma uses for destination marketing has the potential to help cities and municipal LTACs in Pierce County better understand their own communities, visitation, and the impacts of local events better. These communities often do not have the resources to purchase such a service or dedicate time and specialized personnel to interpreting the data that it provides.

Recognizing the opportunity to help the cities and communities that have their own needs for reliable data on visitation, attendance, and movement of people, Travel Tacoma offers insights and analysis to its stakeholders and partner cities and their LTACs.

SPORTS

Key Strategies:

Event Development

Researches and develops bids for events that attract tourism and overnight hotel stays.

Develops relationships with NGBs that result in more events hosted in the region that impact Pierce County hotels and hospitality-related businesses.

Club Development

Increases host potential of sports clubs and organizations by working directly with club management to assist them in the development and/or expansion of their membership and programming.

Venue Development

Advocates, supports, and assists any municipality, district, enterprise fund, or private investors in the development of sports venues that increase the host potential of the region.

We are currently in steering/advisory roles for venue enhancement and new development for:

- Tacoma
- Pierce County Parks
- Puyallup
- Sumner
- DuPont
- Gig Harbor
- Lakewood
- Fife

Community Development

Implements strategic partnerships to enhance the host potential of our community.

Engages elected officials and government entities, as well as the media to leverage resources and educate on the value of sports tourism.

Event Services

Serves on Local Organizing Committees to fulfill all commitments made during the bidding process.

Enhances the visitor experience for competitors, attendees, fans, families, etc., with the end result being benefits to the tourism industry and the tax collections of the county.

STRUCTURE TO SUPPORT OUR TOP PRIORITIES

EXECUTIVE + ADMINISTRATIVE

President + CEO

Office Administrator

Strategic Administrative Partners:

Contract: HR Services

Contract: Finance and Billing

Contract: IT Services

Priorities

Financial and organizational stability; Board relations; community relations; partnership development; collaboration; alternative revenue generation

MARKETING

Chief Marketing and Data Officer

Marketing Content Manager

Strategic Marketing Partners

Contract: Media Relations support

Contract: Website development, hosting, and maintenance

Contract: Geolocation data services

Priorities

Marketing to individual leisure travelers and events. This team serves as the production house for advertising and collateral for all markets.

SPORTS

Director of Sports Development

Priorities

Recruitment, development, and servicing of amateur sporting events

SALES AND SERVICING

Director of Convention and Regional Sales and Services

Senior Sales Manager

Convention Center Sales Manager (2)

Priorities

Generate economic impact through sales activities that provide a consistent return on investment for funders by delivering room nights and increasing spending throughout the Pierce County community.

		DRAFT BUDGET	Jan - Dec 24
Ordinary Income/Expense			
Income			
	5000 · TPA		\$1,508,815
	5100 · Research		\$11,000
	5200 · Pierce County LTAC		\$1,470,000
	5300 · City of Tacoma/GTCC		\$741,600
	5400 · City of Lakewood		\$115,000
	5500 · City of Puyallup		\$95,000
	5600 · City of Fife		\$50,000
Total Income			\$3,991,415
Expense			
	PERSONNEL		\$1,316,260
	ADMINISTRATION		\$476,179
	SALES & MARKETING		
		CONVENTIONS & MEETINGS	\$316,026
		TACOMA MARKETING SCOPES	\$104,996
		EVENT MARKETING	\$223,000
		LEISURE	\$1,100,000
		MARKETING PROGRAMS	\$242,954
		SPORTS EVENT DEVELOPMENT	\$58,000
		SPORTS EVENT MARKETING	\$179,000
	Total SALES & MARKETING		\$2,223,976
Total Expense			\$4,016,415

Tacoma Regional Convention & Visitor Bureau

02/28/23

Balance Sheet

Accrual Basis

As of December 31, 2022

	Dec 31, 22
ASSETS	
Current Assets	
Checking/Savings	
1200 · HERITAGE BANK	
1210 · Heritage Bank Checking 1621	176,413.73
1230 · Heritage Bank MM 4685	1,482,837.66
Total 1200 · HERITAGE BANK	1,659,251.39
Total Checking/Savings	1,659,251.39
Accounts Receivable	
1500 · Accounts Receivable	295,168.47
Total Accounts Receivable	295,168.47
Total Current Assets	1,954,419.86
Fixed Assets	
2000 · Leasehold Improvements	91,262.19
2100 · Furniture & Fixtures	29,689.00
2200 · Computer/Telecommunication	83,132.83
2500 · Accumulated Depreciation	-150,139.09
Total Fixed Assets	53,944.93
Other Assets	
2600 · Refund Receivable	250.00
Total Other Assets	250.00
TOTAL ASSETS	2,008,614.79
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
3050 · Bank of America Credit Card	10,410.57
Total Credit Cards	10,410.57
Other Current Liabilities	
3100 · Payroll Liabilities	5,714.25
3200 · Accrued PTO Payable	34,987.71
3220 · Use Tax Payable	1,747.19
3300 · Accrued Wages Payable	34,730.38
3600 · City B&O Taxes Payable	9,963.67
Total Other Current Liabilities	87,143.20
Total Current Liabilities	97,553.77
Total Liabilities	97,553.77
Equity	
4000 · Unrestricted Net Assets	1,906,286.39
4100 · Contra Acct for Undrprec Assets	53,944.93
Net Income	-49,170.30
Total Equity	1,911,061.02
TOTAL LIABILITIES & EQUITY	2,008,614.79

**AMENDED AND RESTATED
ARTICLES OF INCORPORATION
OF**

TACOMA REGIONAL CONVENTION & VISITOR BUREAU

I, THE UNDERSIGNED PERSON, acting as the incorporator of a corporation under the provision of the Washington Non-Profit Corporation Act (Revised Code of Washington 24.03) adopt the following Articles of Incorporation for such corporation.

ARTICLE I

Name

The name of the corporation ("Corporation") shall be Tacoma Regional Convention & Visitor Bureau.

ARTICLE II

Duration

The period of duration of the Corporation shall be perpetual.

ARTICLE III

Purpose

The purpose for which the Corporation is organized is:

1. To promote tourism in Pierce County, Washington.
2. To engage in any lawful activity which is necessary or incidental to the above state purposes and which is intended by the Corporation, directly or indirectly, to promote the interests of the Corporation.
3. To engage in any activity not contrary to the laws of the State of Washington and to exercise all of the powers, rights and privileges conferred by existing and future laws of the State of Washington upon a corporation formed under the Washington Non-Profit Corporation Act.

ARTICLE IV

Members

That the Corporation shall have no members.

ARTICLE V

Registered Agent

The address of the registered agent and office of the Corporation shall be Bennish Brown, 1119 Pacific Avenue, Suite 1400, Tacoma, WA 98402.

ARTICLE VII

Directors

The number of the directors of the Corporation and the manner in which such directors are to be elected shall be as set forth in the Corporation's bylaws. The board of directors consists of twenty-four (24) individuals. The names and addresses of the current directors are:

- (1) Monique Trudnowski
1119 Pacific Ave #1400
Tacoma, WA 98402
- (2) Dan O'Leary
1119 Pacific Ave #1400
Tacoma, WA 98402
- (3) Ralph Pease
1119 Pacific Ave #1400
Tacoma, WA 98402
- (4) Laurie Beck
1119 Pacific Ave #1400
Tacoma, WA 98402
- (5) Kim Bedier
1119 Pacific Ave #1400
Tacoma, WA 98402
- (6) Trudy Cofchin
1119 Pacific Ave #1400
Tacoma, WA 98402
- (7) Denise Dyer
1119 Pacific Ave #1400
Tacoma, WA 98402
- (8) Jeremy Foust
1119 Pacific Ave #1400
Tacoma, WA 98402

- (9) Kathy Franklin
1119 Pacific Ave #1400
Tacoma, WA 98402
- (10) Mike Gommi
1119 Pacific Ave #1400
Tacoma, WA 98402
- (11) Stan Kott
1119 Pacific Ave #1400
Tacoma, WA 98402
- (12) Evan Marques
1119 Pacific Ave #1400
Tacoma, WA 98402
- (13) Bill McDonald
1119 Pacific Ave #1400
Tacoma, WA 98402
- (14) Carmen Palmer
1119 Pacific Ave #1400
Tacoma, WA 98402
- (15) Laurel Potter
1119 Pacific Ave #1400
Tacoma, WA 98402
- (16) Joanne Selden
1119 Pacific Ave #1400
Tacoma, WA 98402
- (17) Skip Smith
1119 Pacific Ave #1400
Tacoma, WA 98402
- (18) Stephanie Walsh
1119 Pacific Ave #1400
Tacoma, WA 98402
- (19) Anna Sullivan
1119 Pacific Ave #1400
Tacoma, WA 98402
- (20) Kathy McGoldrick
1119 Pacific Ave #1400
Tacoma, WA 98402

- (21) Matt Allen
1119 Pacific Ave #1400
Tacoma, WA 98402
- (22) Shon Sylvia
1119 Pacific Ave #1400
Tacoma, WA 98402
- (23) Mark Horace
1119 Pacific Ave #1400
Tacoma, WA 98402

The term of the initial directors shall expire as set forth in the Corporation's bylaws.

ARTICLE VIII

Incorporator

The name and address of the incorporator of the Corporation is as follows:

Bennish Brown, President/CEO
1119 Pacific Avenue, Suite 1400
Tacoma, WA 98402

ARTICLE IX

Limitation of Liability for Directors

No director of the Corporation shall be personally liable to the Corporation for monetary damages for his or her conduct as a director, when such conduct takes place on or after the date this Article becomes effective, except for (i) acts or omissions that involve intentional misconduct or a knowing violation of law by the director, or (ii) conduct involving any transaction from which the director will personally receive a benefit in money, property, or services to which the director is not legally entitled. If, after this Article becomes effective, the Washington Non-profit Corporation Act is amended or superseded to authorize corporate action further eliminating or limiting the personal liability of directors, then the liability of a director of the Corporation shall be deemed eliminated or limited to the fullest extent permitted by the Washington Non-profit Corporation Act, as so amended or superseded. Any amendment to or repeal of this Article shall not adversely affect any right or protection of a director of the Corporation for or with respect to any acts or omissions of such director occurring prior to such amendment or repeal. This provision shall not eliminate or limit the liability of a director for any act or omission occurring prior to the date this Article becomes effective.

ARTICLE X

Indemnification

The Corporation shall indemnify to the fullest extent permitted by Washington law, as may amended or superseded, any person who has been made, or has threatened to be made, a party to any action, suit, or proceeding, whether civil, criminal, administrative, investigative, or otherwise (including an action, suit or proceeding by or in the right of the Corporation), by reason of the fact that the person is or was a director, officer or incorporator of the Corporation, or fiduciary within the meaning of the Employee Retirement Income Security Act of 1974 with respect to an employee benefit plan of the Corporation, if any, or serves or served at the request of the Corporation as a director, or as an officer, or as a fiduciary of an employee benefit plan, of another corporation, partnership, joint venture, trust or other enterprise. In addition, the Corporation shall pay for reimburse any expenses incurred by such persons who are parties to such proceedings, in advance of the final disposition of such proceedings, to the full extent permitted by Washington law, as amended or superseded.

ARTICLE XI

Dissolution

Upon the winding up and dissolution of the corporation, the assets of the Corporation shall be distributed pursuant to RCW 24.03.225 and in accordance with the following: any assets remaining after payment of, or provisions for payment of, all debts and liabilities of the corporation, shall be distributed to one or more domestic or foreign corporations, societies or organizations engaged in activities substantially similar to those of the Corporation, as selected by the directors.

ARTICLE XII

Effective Date

These Articles shall become effective upon filing.

DATED this 30th day of July 2014.



Bennish Brown, President/CEO

BYLAWS

TACOMA REGIONAL CONVENTION & VISITOR BUREAU

TRAVEL
TACOMA
MT RAINIER
tourism & sports

1516 Commerce Street
Tacoma, Washington 98402

Amended January 1, 2020

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TACOMA REGIONAL CONVENTION & VISITOR BUREAU

BYLAWS

ARTICLE I

Name, Principal Office, and Area of Operation

Section 1. Name

The name of this corporation shall be the Tacoma Regional Convention & Visitor Bureau (herein referred to as "Corporation"), organized as a not-for-profit under the laws of the State of Washington.

Section 2. Principal Office

The principal offices for the Corporation shall be in the defined service area within the State of Washington, or in such other place as the Board of Directors may, from time to time, fix.

Section 3. Area of Operation

The area of operation will include the geographical area comprised by funding partners and any area designated by the Board of Directors.

ARTICLE II

Vision and Mission Statements

Vision: To be recognized and serve as the leading county-wide/regional Destination Marketing Organization.

Mission: To deliver tourism to and promote sports in Pierce County.

ARTICLE III

Board of Directors

Section 1. Purpose and Powers

The Board of Directors serve as the policy making body that governs the operations of the Corporation, which shall include, without limitation, overseeing its financial affairs and property; confirming the selection, appointment and removal of the Corporation's officers and directors; borrowing of money; making and issuing notes, bonds and other negotiable and transferable instruments, mortgages, deeds of trust and trust agreements, and doing every act and thing necessary to effectuate the same; making amendments or revisions to the Corporation's Bylaws; and, on an annual basis, selecting a competent auditor to make a detailed examination, and audit or review the books and accounts of the Corporation for the purpose of rendering a report in writing in respect thereto.

Section 2. Board Composition

The board shall have no less than eleven (11) voting members on the Board of Directors. The Board of Directors shall be composed as follows:

- (a) Each of the Corporation's public funding investors shall have the option to designate one person to serve as a voting member on the Board of Directors

- (b) The Board of Directors shall elect all remaining voting members, which may include individuals from the following industry sectors:
 - Community development organizations
 - Attractions
 - Restaurants/Dining
 - Transportation/Sightseeing
 - Accommodations
 - Arts & Culture
 - Services
 - Sports
 - Professional Services
 - Academia
- (c) The Board of Directors may designate individuals to serve on the Board of Directors as non-voting ex-officio members.

It is encouraged, but not required, that each voting member of the Board of Directors shall hold a senior executive position within their organization. The Corporation's President/Chief Executive Officer, ex-officio members of the Board of Directors, and the individuals comprising the sub-committees that are not otherwise voting members shall not be entitled to vote on matters coming before the Board of Directors. Each member of the Board of Directors shall be required to sign an annual commitment document concerning their responsibilities and the procedures and policies of the Board of Directors and the Corporation.

Section 3. Election and Term of Office

Elected members shall serve a consecutive three-year term at which time they may stand for re-election or review for re-appointment, to a maximum of three consecutive terms (nine total years), with the exception of those serving on the Executive Committee. Representatives of funding agencies serve one-year terms as deemed, which may be renewed indefinitely as determined by the funding agency. Board members may be elected by such process as the Board shall determine from time to time. Board members may be selected by a slate as a whole, or by individual positions, as the Board shall determine from time to time. Written ballots may be required to be returned within a fixed period of time (not less than 10 days or more than 30 days) in order to be counted. If a ballot process is used, whether or not ballots constituting a quorum of votes are returned, the slate (or persons, equal in number to the number of Board positions being filled, if voting is by individual member positions) receiving the greatest number of votes shall be elected. If more than one board position is to be filled, and voting is to be by individual position instead of slate of candidates, each Board member shall be entitled to cast one vote for each board position being filled and those persons, equal in number to the number of Board positions being filled, receiving the greatest number of votes shall be elected.

Section 4. Resignations

Any director may resign at any time by giving written notice to the Corporation. Such resignation shall take effect at the time specified therein. As applicable, the Chair of the Board can appoint a replacement director to serve the balance of the resigning director's term of office.

Section 5. Termination

Any director may be removed by a vote of the majority of the Board of Directors present at any meeting of the Board at which a quorum is present. In the event a director leaves their place of employment, or if a board member misses more than two consecutive Board meetings, or if more than half of the scheduled Board meetings are missed in a calendar year, the Executive Committee may remove the director from the board, or remove their voting status.

Section 6. Quorum

A simple majority of the voting members of the Board of Directors shall constitute a quorum.

Section 7. Manner of Acting

Except as otherwise provided in these Bylaws, the act of a majority of the Directors present at a meeting at which a quorum is present shall be the act of the Board of Directors.

Section 8. Rules of Procedures

The Corporation shall operate all meetings under Roberts Rules of Order (revised) to the extent not inconsistent with these Bylaws.

Section 9. Board Meetings

Regular meetings of the Board of Directors shall be held at least five (5) times per year at a date, time, and place fixed by the Board, unless otherwise determined by the Executive Committee.

Section 10. Special Board Meetings

Special meetings of the Board of Directors for any purpose or purposes may be called at any time by the Chair of the Board, or, if the Chair is absent, by the Chair-Elect, and may also be called by the President of the Corporation, or by written request of at least twenty-five percent (25%) of the Directors. Written notice of such a special meeting shall be given in the same manner as for regular meetings of the Board of Directors and shall specify, in addition to the place, date and time of such a meeting, the general nature of the business to be transacted thereat.

Section 11. Notice of Meetings

Regular and special meetings shall be preceded by at least five days' notice of the time, date, and location of said meeting. Any notice of a meeting required to be given or which may be given to a director shall be sent by email to the current email provided by the director or be personally served, if email notice and personal service are not available notice maybe mailed by United States Mail, postage prepaid, properly addressed to the last known address of such director and if mailed, shall be deemed to be given and received three (3) days following the date mailing. Any director may waive notice of any meeting, so long as said waiver is in writing, signed by the director entitled to notice and delivered to the Corporation for inclusion in the minutes of the Corporation. Notwithstanding the foregoing, attendance of a director at a meeting shall constitute a waiver of notice of such meeting, except where the director attends a meeting for the express purpose of objecting to the transaction of any business because the meeting is not lawfully called or convened and where said director does not thereafter vote for or assent to any action taken at the said meeting. Neither the business to be transacted at, nor the purpose of, any regular or special meeting of the Board of Directors need be specified in the notice or waiver of notice of such meeting.

Section 12. "Special Circumstances" Consent and Waiver of Notice

The transaction of Board Meetings shall be upon proper notice as specified in Section 11. However, this provision provides for waiver of notice or ratification of actions taken without strict compliance with the notice provisions of Section 11. For the Board to invoke the provisions of this Section, the Board shall make a determination that a "special circumstance" has occurred justifying deviation from the notice provisions of Section 11. The factual basis for the determination that "special circumstances" exist shall be stated in any written waiver of notice, consent to holding such meeting, or minutes thereof.

Further, for the adoption of a waiver or consent by operation of the approval of the minutes thereof to be effective, the inclusion of "Special Circumstances" agenda items shall be separately listed on the

meeting agenda and advance notice of the inclusion of "Special Circumstance" agenda items setting forth the action(s) taken and the factual basis for the determination that "special circumstances" exist shall be stated in a notice provided in accordance with Section 11.

Upon proper determination of "Special Circumstances", as provided for herein, any transaction of the Board of Directors at any meeting thereof, regardless of how or whether call was made or notice given, shall be as valid as though transacted at a meeting duly held after regular call and notice, if a quorum be present, and if, either before or after the meeting, each of the directors entitled to vote and not present in person sign a written waiver of notice, or consent to the holding of such meeting, or an approval of the minutes thereof. All such waivers, consents or approvals shall be filed with the Secretary of this Corporation and made a part of the records of the meeting.

Whenever any notice whatsoever is required to be given under the provisions of these Bylaws, a waiver thereof in writing signed by the person or persons entitled to such notice, whether before or after the time stated therein, shall be deemed equivalent to the actual giving of such notice.

Any action, which under provision of these Bylaws might be taken at a meeting of the directors, may be taken without a meeting if a record or memorandum thereof be made in writing and signed by all of the directors who would be entitled to vote at a meeting for such purpose and such record or memorandum be filed with the Secretary and made a part of the Corporate records.

A director who is present at a meeting at which action on any corporate matter is taken shall be presumed to have assented to the action taken unless his dissent shall be entered in the minutes of the meeting or unless he shall file his written dissent to such action with the person acting as Secretary before the adjournment of the meeting or shall forward such dissent by registered mail to the Secretary postmarked no later than the first business day following the date of the meeting at which the action was taken.

Section 13. Conference Telephone Calls

Directors may participate in a meeting of the Board of Directors by means of a conference telephone or similar communications equipment by means of which all persons participating in the meeting can hear each other at the same time, and participation by such means shall constitute presence in person at a meeting.

Section 14. Compensation

The Board of Directors shall not receive compensation from the Corporation for their services to the Corporation. The Board of Directors may be reimbursed for expenses incurred while executing board business. Expenses in excess of one hundred dollars (\$100.00) must be approved by a majority of the Executive Committee.

Section 15. Applicability to Executive Committee

The provisions of Section 6, 7, 12, and 13 of this Article shall apply to the Executive Committee.

ARTICLE IV

Officers

Section 1. Officers

The officers of the Corporation shall consist of a Chair, Chair-Elect, Secretary, Treasurer, Immediate Past Chair, and President/Chief Executive Officer and such other officers as deemed necessary by the Board of Directors.

Section 2. Terms of Office

Except for the President/Chief Executive Officer, each officer shall serve two-year terms in each position, or up to two years as Chair, Chair-Elect or Past Chair if his or her successor is unable to assume their position after one year of service. No officer in succession shall serve more than eight consecutive years on the Executive Committee. Recommended succession of offices shall be 1) Chair-Elect, 2) Chair, 3) Past Chair. The Secretary and Treasurer positions are exempt from succession and officer term limits. Exceptions may be granted by a 2/3 vote of the Board.

Section 3. Vacancy

A vacancy in any office shall be filled by a vote of the majority of the Board of Directors present at any meeting of the Board at which a quorum is present. The newly elected officer shall hold such office for the unexpired term of his or her predecessor, or until otherwise removed.

Section 4. Removal or Resignation

Any officer may be removed by a vote of a majority of the Board of Directors present at any meeting of the Board at which a quorum is present. Any such removal shall be made after notice to the officer of such removal, with right of such officer to request in writing and obtain a hearing before the Board of Directors. Any officer may resign at any time by giving written notice to the President of the Corporation.

Section 5. Election of Officers

Officers may be elected by such process as the Board shall determine from time to time. Officers shall be selected by a slate as a whole. Written ballots may be required to be returned within a fixed period of time (not less than 10 days or more than 30 days) in order to be counted. If a ballot process is used, whether or not ballots constituting a quorum of votes are returned, the slate receiving the greatest number of votes shall be elected. Officers shall assume their positions on January 1, following the most recent elections.

ARTICLE V

Duties of the Officers

Section 1. Chair

The Chair serves as the chief elected officer of the Corporation and shall preside over all meetings of the Board of Directors and Executive Committee. The Chair shall oversee the management of the business affairs of the Corporation subject to the orders, instructions and approval of the Board of Directors or the Executive Committee. The Chairperson shall appoint all committees and/or special committees and shall serve as an ex-officio member of all such committees. The Chair shall perform all duties specified for the Chair; all duties incident to the office of the Chair, and such other duties as may be prescribed by the Board of Directors from time to time, consistent with these Bylaws.

Section 2. Chair-elect

In the absence of the Chair, or in the event of the Chair's inability to act, the Chair-Elect shall assume the duties and powers of the Chair. The Chair-Elect shall perform such additional duties as shall be assigned by the Board of Directors, Executive Committee or the Chair. The Chair-Elect shall be an ex-officio member of all committees.

Section 3. Treasurer

The Treasurer shall oversee the financial integrity and stability of the Corporation by insuring proper internal control structures and procedures are in place, and shall oversee that timely financial reports are provided to the Board of Directors and the Executive Committee. The Treasurer shall serve on such

committees as appointed by the Chair; and shall perform such other duties as assigned by the Board of Directors, Executive Committee or Chair.

Section 4. Secretary

The Secretary shall oversee the proper recording of all votes and the minutes of the meetings of the Board of Directors and Executive Committee. The Secretary shall oversee the notification of meetings and shall perform such other duties as may be assigned by the Chair. In the absence of the Chair and Chair-Elect, the Secretary shall perform the duties of Chair.

Section 5. Immediate Past Chair

The Immediate Past Chair shall serve as a member of the Executive Committee and Board of Directors; and shall perform such duties as may be assigned by the Chair.

Section 6. President/Chief Executive Officer

The President shall be the Chief Executive and Operating Officer of the Corporation and shall be responsible for and have supervision and control over the day-to-day management and affairs of the Corporation; shall sign and execute all instruments in the name of the Corporation as are necessary or desirable in the normal course of business; may sign with such other officers as designated by the Board of Directors deeds, mortgages, bonds, contracts or other instruments which the Board of Directors has authorized to be executed; and shall perform such other duties as may be incident to the position of President/Chief Executive and Operating Officer or as may be assigned by the Chair or the Board of Directors. The President shall also serve ex-officio on all Corporation committees. The President shall be selected by the Board of Directors and will work under the oversight of the Executive Committee and the Board of Directors.

ARTICLE VI Committees

Section 1. General

The Chair, with the approval of the Executive Committee, shall appoint such administrative and project committees or task forces as may be deemed necessary from time to time to fulfill the purposes of the Corporation. All committees and task forces shall report to and operate under the authority and power delegated by the Board of Directors and these Bylaws. Such committees or task forces will be constituted for a one year period or until the specific project assigned to that committee or task force has been completed. Minutes of all committee or task force meetings shall be maintained, mailed to all committee members, and submitted to the Corporation offices. All committees or task forces shall have an appointed Board member as committee chair and a staff representative.

Section 2. Standing Committees

There shall be two (2) Standing Committees which shall be the Executive Committee and the Nominating Committee:

- (a) The Executive Committee shall be composed of the Corporation's officers: Chair, Chair-Elect, Secretary, Treasurer, Immediate Past Chair, President/Chief Executive Officer (nonvoting), and such others as may be deemed appropriate and appointed by a majority of the Executive Committee. The Executive Committee shall have and exercise the authority of the Board of Directors in the management of the Corporation, subject to the general direction and control of the Board of Directors, except in reference to (A) amending, altering or repealing the Bylaws; (B) amending the Articles of Incorporation; (C) adopting a plan of merger or adopting a plan of consolidation with another corporation; (D) authorizing the sale, lease, exchange or mortgage of all the property and

assets of the Corporation in excess of \$250.00 residual value; (E) authorizing the voluntary dissolution of the Corporation or revoking proceedings therefore; (F) adopting a plan for the distribution of the assets of the Corporation; or (G) amending, altering or repealing a resolution of the Board of Directors which may by its terms provide that it shall not be amended, altered, or repealed by the Executive Committee; (H) providing final approval for the organization's annual budget; and (I) authorizing the Executive Director to incur a liability on behalf of the Corporation in excess of \$100,000.00.

As needed, the Executive Committee will implement a selection or termination process for the President/Chief Executive Officer and shall conduct an annual (or at such intervals as deemed appropriate by the Executive committee) performance evaluation of the President/Chief Executive Officer. The Executive Committee will review and set the compensation of the President/Chief Executive Officer. Members of the Executive Committee shall serve terms as specified for officers in these Bylaws.

A majority of the members of the Executive Committee shall constitute a quorum for the actions of the Executive Committee and a majority vote of said quorum shall be sufficient for the transaction of business. The Executive Committee shall provide a written or oral report of its activities since the last meeting of the Board of Directors to the Board of Directors.

- (b) The Nomination Committee shall be appointed and chaired by a member of the Executive Committee and composed of up to five (5) members of the Board. The Nominating Committee shall gather to consider, review and submit names for director positions on the Board of Directors and for officer positions.

ARTICLE VII

Financial Reports

Section 1. Fiscal Year

The fiscal year of the Corporation shall commence on the first day of January of each year and end on the thirty-first day of December.

Section 2. Budget

Prior to the expiration of each fiscal year, the Board of Directors shall review and approve an annual budget for the next fiscal year.

Section 3. Audit

The Corporation shall provide for an annual audit or review as specified by the Executive Committee to be made by an independent certified public accountant, in accordance with generally accepted accounting principles.

Section 4. Miscellaneous

The books of the Corporation may be inspected for specific and proper purposes by persons determined by the Board of Directors to be entitled thereto to such reasonable times and places as the Board of Directors may determine, upon application by the persons desiring inspection thereof. Any member of the Board of Directors shall be entitled to inspect the books of the Corporation during regular business hours.

ARTICLE VIII **Amendments**

Section 1. Power to Amend

The power to alter, amend or repeal the Bylaws or adopt new Bylaws shall be vested in the Board of Directors of the Corporation, whether such action is taken at the regular or special meeting for which written notice of the purpose shall be given. The Bylaws may contain any provisions for the regulation and management of the affairs of the Corporation not inconsistent with law or Articles of Incorporation.

Section 2. Process

Amendments to the Bylaws may be proposed by any Director. The proposed amendment shall be submitted in writing to each Director at least twenty-eight (28) days prior to the meeting at which the proposed amendment is to be considered.

Section 3. Effective Date

The Bylaws shall become effective upon approval of the Board of Directors, unless the terms of the amendment provide otherwise.

Section 4. Location

The Corporation shall keep in its principal office for the transaction of business the original or a copy of these Bylaws, as amended or otherwise altered to date, certified by the Secretary, which shall be open to inspection by the members of the Board of Directors at all reasonable times during office hours.

ARTICLE IX **Indemnification, Bonds, and Insurance**

Section 1. Bonding

The President and such other officers and staff as the Board may designate shall be insured for liability in an amount set by the Board and paid by the Corporation.

Section 2. Indemnification

Section 2.1. Indemnification Definitions

For purposes of the indemnification provisions of these Bylaws, the following definitions shall apply:

- (1) "Corporation" includes any domestic or foreign predecessor entity of this corporation in a merger or other transaction in which the predecessor's existence ceased upon consummation of the transaction.
- (2) "Director" means an individual who is or was a director of this Corporation or an individual who, while a director of this Corporation, is or was serving at the Corporation's request as a director, officer, partner, trustee, employee or agent of another foreign or domestic Corporation, partnership, joint venture, trust, employee benefit plan or other enterprise. A director is considered to be serving an employee benefit plan at the Corporation's request if the director's duties to the Corporation also impose duties on, or otherwise involve services by, the director to the plan or to participants in or beneficiaries of the plan. "Director" includes, unless the context requires otherwise, the estate or personal representative of a director and the marital community of the Director to the extent liability is asserted against the marital community for acts taken as a Director.

- (3) "Expenses" include counsel fees, attorney fees, paralegal fees, legal assistant fees, expert witness fees, costs of litigation; copy charges, exhibits and such other approved expenses as may be incurred in handling a claim asserted by reason of actions taken in good faith on behalf of the Corporation.
- (4) "Liability" means the obligation to pay a judgment, settlement, penalty, fine, including an excise tax assessed with respect to an employee benefit plan, or reasonable expenses incurred with respect to a proceeding.
- (5) "Official capacity" means: (a) when used with respect to a Director, the office of Director in this Corporation; and (b) when used with respect to an individual other than a Director, the office in this Corporation held by the officer or the employment or agency relationship undertaken by the employee or agent on behalf of this Corporation. "Official capacity" does not include service for any other foreign or domestic Corporation or any partnership, joint venture, trust, employee benefit plan or other enterprise.
- (6) "Party" includes an individual who was, is, or is threatened to be made a name defendant or respondent in a proceeding.
- (7) "Proceeding" means any threatened, pending, or completed action, suit, or proceeding, whether civil, criminal, administrative, or investigative and whether formal or informal.

Section 2.2. Authority to Indemnify

- (1) In accordance with this Article, the Corporation shall indemnify an individual made a party to a proceeding because the individual is or was a Director against liability incurred in the proceeding if:
 - (a) the individual acted in good faith; and
 - (b) the individual reasonably believed: (1) in the case of conduct in the individual's official capacity with the Corporation, that the individual's conduct was in the Corporation's best interests; and (2) in all other cases, that the individual's conduct was at least not opposed to the Corporation's best interests; and
 - (c) in the case of any criminal proceeding, the individual had a reasonable cause to believe the individual's conduct was lawful.
- (2) A Director's conduct with respect to an employee benefit plan for a purpose the Director reasonably believed to be in the interest of the participants in and beneficiaries of the plan is conduct that satisfies the requirements of subsection (1)(b)(2) of this section.
- (3) The termination of a proceeding by judgment, order, settlement, conviction or upon a plea of nolo contendere or its equivalent is not, of itself, determinative that the Director did not meet standard of conduct described that the Director did not meet the standard of conduct described in this section.
- (4) The Corporation may not indemnify a Director under this section: (a) in connection with a proceeding by or in the right of the Corporation in which the Director was adjudged liable to the Corporation; or (b) in connection with any other proceeding charging improper personal benefit to the Director, whether or not involving action in the Director's official capacity, in which the Director was adjudged liable on the basis that personal benefit was improperly received by the Director.

- (5) Indemnification permitted under this section in connection with a proceeding by or in the right of the Corporation is limited to reasonable expenses incurred in connection with the proceeding.

Section 2.3. Advance for Expenses

- (1) This Corporation shall pay for or reimburse the reasonable expenses incurred by a Director who is a party to a proceeding in advance of final disposition of the proceeding if: (a) the Director furnishes this Corporation a written affirmation of the Director's good faith belief that the Director has met the standard of conduct described in Section 2.1(1); and (b), the Director furnishes the Corporation a written undertaking, executed personally or on the Director's behalf, to repay the advance if it is ultimately determined that the Director did not meet the standard of conduct.
- (2) The undertaking required by subsection (1) (b) of this section must be an unlimited general obligation of the Director but need not be secured and may be accepted without reference to financial ability to make repayment.

Section 2.4. Court-Ordered Indemnification

A Director of this Corporation who is a party to a proceeding may apply for indemnification or advance of expenses to the court conducting the proceeding or to another court of competent jurisdiction. On receipt of an application, the court after giving any notice considers necessary may order indemnification or advance of expenses if it determines:

- (1) The Director is entitled to mandatory indemnification under RCW 23B.08520 (which for the purpose of these Bylaws, shall apply to this Corporation), in which case the court shall also order the Corporation to pay the Director's reasonable expenses incurred to obtain court-ordered indemnification;
- (2) the Director is fairly and reasonably entitled to indemnification in view of all the relevant circumstances, whether or not the Director met the standards of conduct set forth in Section 2.2 or was adjudged liable as described in Section 2.2(4) but if the Director was adjudged so liable the Director's indemnification is limited to reasonable expenses incurred; or
- (3) In case of an advance of expenses, the Director is entitled pursuant to the Articles of Incorporation, Bylaws, or any applicable resolution or contract, to payment or reimbursement of the Director's reasonable expenses incurred as a party to the proceeding in advance of final disposition of the proceeding.

Section 2.5. Determination and Authorization of Indemnification

- (1) This Corporation may not indemnify a Director under Section 2.2 unless authorized in the specific case after a determination has been made that indemnification of the Director is permissible in the circumstances because the Director has met the standard of conduct set forth in Section 2.2.
- (2) The determination shall be made:
 - (a) By the Board of Directors by majority vote of a quorum consisting of the Board of Directors not at the time, parties to the proceeding;
 - (b) If a quorum cannot be obtained under (a) of this subsection, by majority vote of a committee duly designated by the Board of Directors, in which designation Board of

Directors who are parties may participate, consisting solely of two or more Board of Directors not at the time parties to the proceeding; or

- (c) By special legal counsel: (1) selected by the Board of Directors or its committee in the manner prescribed in (a) or (b) of this subsection; or (2) of a quorum of the Board of Directors cannot be obtained under (a) of this subsection and a committee cannot be designated under (b) of this subsection, selected by majority vote of the full Board of Directors, who are parties may participate.

- (3) Authorization of indemnification and evaluation as to reasonableness of expenses shall be made in the same manner as the determination that indemnification is permissible, except that if the determination is made by special legal counsel, authorization of indemnification and evaluation as to reasonableness of expenses shall be made by those entitled under subsection (2) (c) of this section to select counsel.
- (4) Notice, cooperation with counsel and defense of action. A condition precedent to indemnification and expense reimbursement specified in this Article is immediate written notice to the President and the Chair when the Director knew or reasonable should have known of any proceeding or facts likely to give rise to a proceeding: and the Director's reasonable, lawful cooperation and assistance to the Corporation, its attorneys and its agents in the investigation or defense of any proceeding. The failure to provide notice and/or the refusal to lawfully cooperate in the investigation or defense of any proceeding shall be grounds to deny indemnification or expense reimbursement or discontinue such indemnification or expense reimbursement. When expense reimbursement has been authorized, the Corporation shall have the right to select counsel or approve the Director's retained counsel, provided that such approval shall not be unreasonably withheld. Determinations regarding satisfaction of the condition precedents specified in this subsection shall be addressed as specified in Sections 2.4 and 2.5.

Section 2.6. Board Authorized Indemnification and Advancement of Expenses

- (1) This Corporation shall have power to indemnify or agree to indemnify a Director made a party to a proceeding, or obligate itself to advance or reimburse expenses incurred in a proceeding, without regard to the limitations in Section 2.2 through Section 2.5, provided that no such indemnity shall indemnify any Director from or on account of: (a) acts or omissions of the Director finally adjudged to be intentional misconduct or a knowing violation of law; (b) conduct of the Director finally adjudged to be in violation of RCW23B.098.310 to the extent it applies to this Corporation; or (c) any transaction with respect to which it was finally adjudged that such Director personally received a benefit in money, property, or services to which the Director was not legally entitled. With regard to a finding that the acts or omissions of the Director are finally adjudged to be intentional misconduct or a knowing violation of law, the Corporation is not bound by another tribunal's determination on that issue. However, such a determination of another tribunal is one factor to be considered in accordance with Section 2.5.
- (2) Any determination as to any indemnity or advance of expenses under subsection (1) of this Section shall be made in accordance with Section 2.5.

Section 2.7. Indemnification of Officers, Employees and Agents

Unless the Corporation's articles of incorporation provide otherwise:

- (1) An officer of the Corporation who is not a Director and who was wholly successful, on the merits or otherwise, in the defense of any proceeding to which the officer was a party because of being an officer of the Corporation shall be indemnified by the Corporation against reasonable expenses incurred by the officer in connection with the proceeding and is entitled to apply for court-ordered indemnification pursuant to Section 2.4, to the same extent as a Director;
- (2) This Corporation shall indemnify and advance expenses under Section 2.2 through Sections 2.6 to an officer, employee, or agent of the Corporation who is not a Director to the same extent as to a Director; and
- (3) This Corporation shall also indemnify and advance expenses to an officer, employee, or agent who is not a Director to the extent, consistent with law, that may be provided by in these Bylaws, in general or specific action of its Board of Directors, or by contract.

Section 2.8. Insurance

The Corporation may purchase and maintain insurance, in an amount as shall be determined by the Board of Directors from time to time, on behalf of an individual who is or was a Director, officer, employee or agent of the Corporation, or who, while a Director, officer, employee or agent of the Corporation, is or was serving at the request of the Corporation as a Director, officer, partner, trustee, employee, or agent of another foreign or domestic Corporation, partnership, joint venture, trust, employee benefit plan, or other enterprise, against liability asserted against or incurred by the individual in that capacity or arising from the individual's status as a Director, officer, employee, or agent, whether or not the Corporation would have power to indemnify the individual against the same liability under these Bylaws or pursuant to law.

Section 2.9. Witness

These Bylaws do not limit the Corporation's power to pay or reimburse expenses incurred by a Director in connection with a Director's appearance as a witness in a proceeding at a time when the Director has not been made a named defendant or respondent to the proceeding.

Section 2.10. Non-exclusivity

The right to indemnification under these Bylaws shall not be exclusive of any other right which any person may have or hereafter acquire.

[Signatures on next page.]

Dated this 1st day of January 2020



Chair



Chair-Elect

Certified to be true and correct Bylaws adopted by the Tacoma Regional Convention & Visitor Corporation this 1st day of January 2020, in accordance with the Articles of Incorporation and Bylaws of the Corporation.



Secretary

UNITED STATES OF AMERICA

The State of Washington



Secretary of State

CERTIFICATE OF MERGER

I, **KIM WYMAN**, Secretary of State of the State of Washington and custodian of its seal, hereby certify that documents meeting statutory requirements have been filed and processed with the Secretary of State merging the below listed "Merging Entity/Entities" into:

TACOMA REGIONAL CONVENTION & VISITOR BUREAU

WA NONPROFIT CORPORATION

UBI: 601 216 920

Effective Date: 12/31/2019

Filing Date: 12/31/2019

Merging Entities:

601 289 518

TACOMA-PIERCE COUNTY SPORTS COMMISSION, WA NONPROFIT CORPORATION



Given under my hand and the Seal of the State
of Washington at Olympia, the State Capital

Kim Wyman, Secretary of State

Date Issued: 12/31/2019

FILED

Secretary of State

State of Washington

Date Filed: 12/31/2019

Effective Date: 12/31/2019

UBI No: 601 216 920

ARTICLES OF MERGER

OF

TACOMA-PIERCE COUNTY SPORTS COMMISSION

WITH AND INTO

TACOMA REGIONAL CONVENTION & VISITOR BUREAU

Tacoma Regional Convention & Visitor Bureau, a Washington non-profit corporation ("Travel Tacoma") and the surviving corporation in that merger ("Merger") with the Tacoma-Pierce County Sports Commission, a Washington non-profit corporation ("Sports Commission"), hereby delivers to the State of Washington these Articles of Merger pursuant to RCW 24.03.200.

1. Plan of Merger. Attached hereto as Exhibit A is the Agreement and Plan of Merger.
2. Approval. The Merger was duly approved by the Directors of Travel Tacoma and the Sports Commission on December 4, 2019. Neither organization has voting members that are required to approve the merger.
3. Effective Date. The Merger shall be effective at 11:59 p.m. on December 31, 2019.

Dated as of this 31st day of December 2019.

TACOMA REGIONAL CONVENTION &
VISITOR BUREAU, a Washington non-profit
corporation

DocuSigned by:
By: Evan Marques
Name: Evan Marques
Title: Board Chair

TACOMA-PIERCE COUNTY SPORTS
COMMISSION, a Washington non-profit
corporation

DocuSigned by:
By: Dean Burke
Name: Dean Burke
Title: Executive Director

AGREEMENT AND PLAN OF MERGER

THIS AGREEMENT AND PLAN OF MERGER ("Agreement") is made and entered into as of this 4th day of December 2019, by and between Tacoma Regional Convention & Visitor Bureau, a Washington non-profit corporation ("Travel Tacoma") and Tacoma-Pierce County Sports Commission, a Washington non-profit corporation ("Sports Commission").

RECITALS

A. Travel Tacoma is duly organized and existing as a non-profit corporation under the laws of the State of Washington. The Sports Commission is duly organized and existing as a non-profit corporation under the laws of the state of Washington.

B. The Sports Commission has determined that it is advisable that the Sports Commission be merged with and into Travel Tacoma on the terms and conditions set forth herein and pursuant to RCW 24.03.185 through RCW 24.03.210 (the "Merger"). A majority of the Board of Directors for the Sports Commission and Travel Tacoma have duly adopted, approved, and authorized the execution and delivery of this Agreement.

AGREEMENT

NOW, THEREFORE, for good and valuable consideration the receipt of which is hereby acknowledged, the parties hereto agree as follows:

ARTICLE ONE PRINCIPAL TERMS OF THE MERGER

1.1 Merger of Sports Commission. On the Effective Date (as hereinafter defined), the Sports Commission shall merge into Travel Tacoma, on the terms and conditions hereinafter set forth. The separate existence of Sports Commission shall thereupon cease and all three entities shall become a single corporation under Travel Tacoma which shall continue to be governed by the laws of the state of Washington. The Merger shall dissolve the Sports Commission pursuant to RCW 24.03.210.

1.2 Effect of the Merger. On the Effective Date (as hereinafter defined):

(a) all of the property, real and personal, and each and every other right or asset of the Sports Commission shall vest in Travel Tacoma;

(b) Travel Tacoma shall possess all rights, privileges, immunities, powers and purposes of the Sports Commission; and

(c) the Surviving Entities shall assume and be liable for all of the liabilities, obligations and penalties of the Sports Commission.

1.3 Effective Date of the Merger. The effective time and date of the Merger (the "Effective Date") shall be 11:59 p.m. on December 31, 2019.

ARTICLE TWO DIRECTORS; ARTICLES OF INCORPORATION & BYLAWS; NAME CHANGE

2.1 Directors. Following the Merger, the initial Board of Directors of Travel Tacoma shall be the following individuals: Matt Allen, Nigel English, Jeff Woodworth, Becky Newton, Tom Pavlik,

Carmen Palmer, Joe Bushnell, Roshaun Yates, Kim Bedier, Mike Gommi, Evan Marques, Shon Sylvia, Pat Nagle, and Ted Danek.

2.2 Articles of Incorporation. The existing Articles of Incorporation of Travel Tacoma, attached hereto as **Exhibit 2.2**, shall govern the operations of Travel Tacoma following the Merger.

ARTICLE THREE REPRESENTATIONS AND WARRANTIES

3.1 Representations and Warranties of Travel Tacoma. As an inducement to the execution of this Agreement by the parties hereto, Travel Tacoma represents and warrants that the following statements are true and correct on the date hereof:

(a) Travel Tacoma is duly organized, validly existing, and authorized to transact business in the State of Washington.

(b) Travel Tacoma has the authority to own, operate and dispose of its properties, to conduct its business as now being conducted, to enter into and deliver and perform its obligations and undertakings under this Agreement and to complete the transactions contemplated herein.

3.2 Representations and Warranties of the Sports Commission. As an inducement to the execution of this Agreement by the parties hereto, the Sports Commission represents and warrants that the following statements are true and correct on the date hereof:

(a) The Sports Commission is duly organized, validly existing, and authorized to transact business in the State of Washington.

(b) The Sports Commission has the authority to own, operate and dispose of its properties, to conduct its business as now being conducted, to enter into and deliver and perform its obligations and undertakings under this Agreement and to complete the transactions contemplated herein.

ARTICLE FOUR CLOSING PROCEDURES

Closing (the "Closing") shall take place at 11:59 p.m. on December 31, 2019 and then and thereupon Travel Tacoma and the Sports Commission shall execute or cause to execute, and file any and all documents necessary to effectuate the Merger.

ARTICLE FIVE MISCELLANEOUS

5.1 Amendment. This Agreement may be amended, modified, or supplemented in whole or in part at any time by an instrument in writing executed by the shareholders of the Sports Commission and Surviving Entities.

5.2 Entire Agreement. This Agreement and the documents, schedules, and exhibits described herein or attached or delivered pursuant hereto set forth the entire agreement between the parties hereto with respect to the transactions contemplated hereby and supersede all prior agreements, arrangements and understandings relating to the subject matter hereof.

5.3 Governing Law; Venue; Attorneys' Fees. This Agreement shall be governed by and construed in accordance with the laws of the state of Washington. Venue shall be in Pierce County,

Washington. The prevailing party in any dispute relating to this Agreement shall be entitled to recover its reasonable attorney's fees, expenses, and costs actually incurred whether a formal action or lawsuit has been filed or not, on appeal, pursuant to any bankruptcy or other administrative proceeding.

5.4 Further Actions. If at any date after the Effective Date, Travel Tacoma shall determine that any assignments, transfers, deeds or other assurances in law are necessary or desirable to vest, perfect or confirm, of record or otherwise, in Travel Tacoma, title to any property or rights of the Sports Commission, the Sports Commission shall execute and deliver such documents and do all things necessary and proper to vest, perfect or confirm title of such property or rights in Travel Tacoma.

5.5 Survival of Representation and Warranties. The parties' respective representations and warranties contained herein shall survive the Closing indefinitely.

5.6 Time. Time is of the essence herein.

IN WITNESS WHEREOF, each party hereto has caused this Agreement to be signed in its entity name and as the individual shareholders as of the date first above written.

TACOMA REGIONAL CONVENTION &
VISITOR BUREAU, a Washington non-profit
corporation

By: 

Name: Evan Marques

Title: Board Chair

TACOMA-PIERCE COUNTY SPORTS
COMMISSION, a Washington non-profit
corporation

By: 

Name: Nigel English

Title: Board Chair

EXHIBIT 2.2
Articles of Incorporation

- 4 -

9999-1/EWM/859941



APP



STATE of WASHINGTON SECRETARY of STATE

I, Ralph Munro, Secretary of State of the State of Washington and custodian of its seal, hereby issue this

CERTIFICATE OF INCORPORATION

to

TACOMA-PIERCE COUNTY VISITOR & CONVENTION BUREAU

a Washington Non Profit corporation. Articles of Incorporation were
filed for record in this office on the date indicated below:

U.B.I. Number: 601 216 920
~~601-217-799~~

Date: December 8, 1989

RECORDS CORRECTED 1/27/00

Given under my hand and the seal of the State of
Washington, at Olympia, the State Capitol

Ralph Munro, Secretary of State

2-420674-0

SSF 57

1989 2002 9766 0310-0314

Work Order #: 2019123000638493 - 1

Received Date: 12/31/2019

Amount Received: \$90.00

00176 DEC 15 89

FILED 7

DEC 8 1989

601 217 77

TACOMA-PIERCE COUNTY VISITOR & CONVENTION BUREAU

NONPROFIT CORPORATION

Articles of Incorporation

SECRETARY OF STATE
STATE OF WASHINGTON

The undersigned, for the purpose of forming a corporation under the nonprofit laws of the State of Washington, RCW 24.03, hereby adopts the following Articles of Incorporation.

ARTICLE I

The name of the corporation shall be: Tacoma-Pierce County Visitor & Convention Bureau.

ARTICLE II

The term of existence of the corporation shall be perpetual.

ARTICLE III

The purposes for which the corporation is organized are as follows:

- to enhance the hospitality industry and the general economy of the Tacoma-Pierce County community;
- to strengthen and promote visitor services, attractions, and convention facilities in an effort to establish Tacoma-Pierce County as a primary visitor and convention destination.

ARTICLE IV

The name of the Registered Agent of the corporation is:

Wanetta J. Ayers

The street address of the Registered Office, which is also the address of the Registered Agent, is as follows:

950 Pacific Avenue, Suite 450
Tacoma, Washington 98402

The post office box number, which may be used in conjunction with the Registered Agent address, located in the same city, is:

Post Office Box 1933
Tacoma, Washington 98401

1989 2002 9766 0311

ARTICLE V

There shall be twenty directors serving as the initial Board of Directors. Their names and addresses are as follows:

Wes Armstrong

Southwest County
Best Western Lakewood Motor Inn
6125 Motor Avenue S.W.
Tacoma, WA 98499

Carol Butler

City of Puyallup
Puyallup Area Chamber of Commerce
P.O. Box 1298
Puyallup, WA 98371

The Honorable Art Conduff

City of Fife
City of Fife
5213 Pacific Highway East
Fife, WA 98424

Dick Ferguson

Pierce County
County Executive's Office
930 Tacoma Avenue, Room 737
Tacoma, WA 98402

Jay Green

City of Tacoma
Tacoma Dome
2727 East 'D' Street
Tacoma, WA 98421

Sue Hills

General Business
Alpac Corporation - Pepsi/7 Up
3101 Pine Street South
Tacoma, WA 98409

Larry Marshall

Sports/Special Events
Pacific Lutheran University
School of Physical Education
Tacoma, WA 98447

Candace Blancher

Northeast County
Western Washington Fair, Inc
P.O. Box 430
Puyallup, WA 98371

Lee Cameron

Lodging
Best Western Executive Inn
5700 Pacific Highway East
Fife, WA 98424

Tim Ellis

Lodging
Sheraton Tacoma Hotel
1320 Broadway Plaza
Tacoma, Wa 98402

David Graybill

Tacoma-Pierce County
Chamber of Commerce
950 Pacific Avenue, Suite 300
Tacoma, WA 98402

LaMoyne Hreha

Restaurant
Harbor Lights Restaurant
2761 Ruston Way
Tacoma, WA 98402

Kim Lundberg

Southeast County
The Wildberry Restaurant
P.O. Box 176
Ashford, WA 98304

Jim Montgomerie

Metropolitan Park District
Metropolitan Park District
10 Idaho Street
Tacoma, WA 98409

-continued-

1989 2002 9766 0312

Bill Newby
General Business
Washington Natural Gas
P.O. Box 11066
Tacoma, WA 98411

Sue Oyster
Transportation
Cascade Trailways
2209 Pacific Avenue
Tacoma, WA 98402

Patty Spohn
Lodging
Patty's Country Bed & Breakfast
220 Center Street East
Eatonville, WA 98328

David Nicandri
Arts/Cultural
Washington State Historical Society
315 North Stadium Way
Tacoma, WA 98403

Don Piercy
General Business
Puget Sound Bank
1119 Pacific Avenue
Tacoma, WA 98402

Gordon Wohlfeil
Peninsula Area
Gig Harbor/Peninsula
Chamber of Commerce
P.O. Box 1245
Gig Harbor, WA 98335

ARTICLE VI

In the event of dissolution of the corporation, the net assets are to be distributed to one or more regularly organized and qualified charitable, educational, scientific, or philanthropic organizations to be selected by the Board. "Qualified" means that such organizations are organized and operated for such purposes as shall cause them to qualify as an organization under 501 (c) (6) of the IRC of 1986 (or corresponding provision of any future United States Internal Revenue law).

ARTICLE VII

The name and address of each incorporator is as follows:

Lee Cameron
Best Western Executive Inn
5700 Pacific Highway East
Fife, Washington 98424

William Newby
Washington Natural Gas
3130 South 38th Street
Tacoma, Washington 98409

Jay Green
Tacoma Dome
2727 East 'D' Street
Tacoma, Washington 98421

-continued-

1989 2002 9766 0313

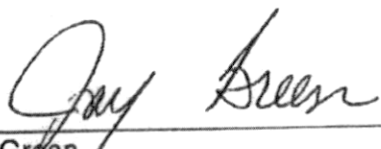
IN WITNESS WHEREOF each incorporator has affixed his/her signature on this 22nd day of November, 1989:



Lee Cameron



William Newby




Jay Green

CONSENT TO APPOINTMENT AS REGISTERED AGENT

I, **Wanetta Ayers**, hereby consent to serve as Registered Agent, in the State of Washington, for the corporation herein named. I understand that as agent for the corporation, it will be my responsibility to receive Service of Process in the name of the corporation; to forward all mail to the corporation; and to immediately notify the Office of the Secretary of State in the event of my resignation or of any change in the Registered Office address of the corporation for which I am agent.

November 22, 1989
Date



Signature of agent designated in Article IV

1989 2002 9766 0314



AME

STATE of WASHINGTON



SECRETARY of STATE

I, **RALPH MUNRO**, Secretary of State of the State of Washington and custodian of its seal,
hereby issue this

CERTIFICATE OF AMENDMENT

to

TACOMA-PIERCE COUNTY VISITOR & CONVENTION BUREAU

a Washington Non Profit Corporation. Articles of Amendment were filed for record in
this office on the date indicated below.

**Changing name to TACOMA-PIERCE COUNTY CONVENTION &
VISITOR BUREAU**

UBI Number: 601 216 920

Date: December 8, 1999
Effective Date: January 1, 2000



Given under my hand and the Seal of the State
of Washington at Olympia, the State Capital

Ralph Munro, Secretary of State

2-420674-0

2000 3453 02558 001 - 002



**STATE OF WASHINGTON
SECRETARY OF STATE**

Ralph Munro, Secretary of State

- Please PRINT or TYPE in black ink
- Sign, date and return original AND ONE COPY to:

CORPORATIONS DIVISION
505 E. UNION • PO BOX 40234
OLYMPIA, WA 98504-0234

- BE SURE TO INCLUDE FILING FEE. Checks should be made payable to "Secretary of State"

**ARTICLES OF AMENDMENT
WASHINGTON
NONPROFIT CORPORATION**

(Per Chapter 24.03 RCW)

FEE: \$20

EXPEDITED (24-HOUR) SERVICE AVAILABLE - \$20 PER ENTITY
INCLUDE FEE AND WRITE "EXPEDITED" IN BOLD LETTERS
ON OUTSIDE OF ENVELOPE

FOR OFFICE USE ONLY

FILED:

DEC 08 1999

RALPH MUNRO

SECRETARY OF STATE

Daytime Phone Number (with area code):

253-627-2836

IMPORTANT! Person to contact about this filing

Barbara Niemier

AMENDMENT TO ARTICLES OF INCORPORATION

NAME OF CORPORATION (As currently recorded with the Office of the Secretary of State)

TACOMA - Pierce County Visitor & Convention Bureau

UBI NUMBER

601217799

CORPORATION NUMBER (if known)

2-420674-0

AMENDMENTS TO ARTICLES OF INCORPORATION WERE ADOPTED ON

Date: **11/17/99**

EFFECTIVE DATE
OF ARTICLES OF
AMENDMENT

(Specified effective date may be up to 30 days AFTER receipt of the document by the Secretary of State)

☐ Specific Date: **11/1/2000**

☐ Upon filing by the Secretary of State

ADOPTION OF THE ARTICLES OF AMENDMENT (Please check ONE of the following)

- ☒ The amendment was adopted by a meeting of members held on (specify date) **11/17/99**. A quorum was present at the meeting and the amendment received at least two-thirds of the votes which members present or represented by proxy were entitled to cast.

- ☐ The amendment was adopted by a consent in writing and signed by all members entitled to vote.

- ☐ There are no members that have voting rights. The amendment received a majority vote of the directors at a board meeting held on (specify date): _____

AMENDMENTS TO THE ARTICLES OF INCORPORATION ARE AS FOLLOWS
If necessary, attach additional amendments or information.

**Change name of Corporation To:
Tacoma - Pierce County Convention
& Visitor Bureau**

SIGNATURE OF OFFICER

This document is hereby executed under penalties of perjury, and is, to the best of my knowledge, true and correct.

[Signature]

Signature of Officer

FRANCIS SHANAHAN

Printed Name

Dec 6, 1999

Date

INFORMATION AND ASSISTANCE - 360/753-7115 (TDD - 360/753-1485)

2000 3453 02558 002

FOR OFFICE USE ONLY

val: 12/08/1999 - 59041
\$20.00 on 12/08/1999
Check - 12/06/1999 - 010403

FOR OFFICE USE ONLY

FOR OFFICE USE ONLY

005-005 (9/97)



STATE OF WASHINGTON
SECRETARY OF STATE

- Please PRINT or TYPE in black ink
- Sign, date and return original AND ONE COPY to:

CORPORATIONS DIVISION
801 CAPITOL WAY SOUTH • PO BOX 46234
OLYMPIA, WA 98504-0234

- BE SURE TO INCLUDE FILING FEE. Checks should be made payable to "Secretary of State"

121-1956.0
2002

ARTICLES OF AMENDMENT
WASHINGTON
NONPROFIT CORPORATION
(for Chapter 14.01 RCW)

FEE: \$20

EXPEDITED (24-HOUR) SERVICE AVAILABLE - \$30 PER ENTRY
INCLUDE FEE AND WRITE "EXPEDITED" IN BOLD LETTERS
ON OUTSIDE OF ENVELOPE

FOR OFFICE USE ONLY

FILED: / /

IMPORTANT! Person to contact about this filing

BARBARA STEINER

Daytime Phone Number (with area code)

(253) 284-3251

AMENDMENT TO ARTICLES OF INCORPORATION

NAME OF CORPORATION (As currently recorded with the Office of the Secretary of State)

Tacoma-Pierce County Convention & Visitor Bureau

USI NUMBER

CORPORATION NUMBER (if known)

AMENDMENTS TO ARTICLES OF INCORPORATION WERE ADOPTED ON

GOI-216-920

2-420674-0

Date: 3/25/02

EFFECTIVE DATE

(Specified effective date may be up to 30 days AFTER receipt of the document by the Secretary of State)

OF ARTICLES OF

AMENDMENT ☐ Specific Date: 3/25/02

☐ Upon filing by the Secretary of State

ADOPTION OF THE ARTICLES OF AMENDMENT (Please check ONE of the following)

- ☒ The amendment was adopted by a meeting of members held on (specify date): 3/25/02. A quorum was present at the meeting and the amendment received at least two-thirds of the votes which members present or represented by proxy were entitled to cast.

- ☐ The amendment was adopted by a consent in writing and signed by all members entitled to vote.

- ☐ There are no members that have voting rights. The amendment received a majority vote of the directors of a board meeting held on (specify date):

AMENDMENTS TO THE ARTICLES OF INCORPORATION ARE AS FOLLOWS
If necessary, attach additional amendments or information.

CHANGE NAME OF CORPORATION TO:

TACOMA REGIONAL CONVENTION & VISITOR BUREAU

SIGNATURE OF OFFICER

This document is hereby executed under penalties of perjury, and is, to the best of my knowledge, true and correct.

Fred Shannaman
Signature of Officer

Fred Shannaman
Proposed Name

4/26/02
Date

INFORMATION AND ASSISTANCE - 360/753-7115 (TDD - 360/753-1485)

Validation
121-1956.0 - 12118
FILED IN 121-1956.0
DATE - 4/26/02 - 12118

121-1956.0 - 12118

121-1956.0 - 12118

121-1956.0 - 12118

121-1956.0 - 12118



**STATE OF WASHINGTON
SECRETARY OF STATE**

121-1956.0
2002

**ARTICLES OF AMENDMENT
WASHINGTON
NONPROFIT CORPORATION**

(Per Chapter 24.03 RCW)

FEE: \$20

- Please PRINT or TYPE in black ink
- Sign, date and return original AND ONE COPY to:

CORPORATIONS DIVISION
801 CAPITOL WAY SOUTH • PO BOX 40234
OLYMPIA, WA 98504-0234

FILED EXPEDITED (24-HOUR) SERVICE AVAILABLE - \$20 PER ENTITY
SECRETARY OF STATE INCLUDE FEE AND WRITE "EXPEDITE" IN BOLD LETTERS
ON OUTSIDE OF ENVELOPE

APR 30 2002

- BE SURE TO INCLUDE FILING FEE. Checks should be made payable to "Secretary of State"

STATE OF WASHINGTON

FOR OFFICE USE ONLY

FILED: / /

IMPORTANT! Person to contact about this filing

BARBARA NIEMIER

Daytime Phone Number (with area code)

(253) 284-3251

AMENDMENT TO ARTICLES OF INCORPORATION

NAME OF CORPORATION (As currently recorded with the Office of the Secretary of State)

Tacoma-Pierce County Convention & Visitor Bureau

UBI NUMBER

CORPORATION NUMBER (if known)

AMENDMENTS TO ARTICLES OF INCORPORATION WERE ADOPTED ON

601 216 020

2-420674-0

Date: 3/25/02

EFFECTIVE DATE
OF ARTICLES OF
AMENDMENT

(Specified effective date may be up to 30 days AFTER receipt of the document by the Secretary of State)

☐ Specific Date: 3/25/02

☐ Upon filing by the Secretary of State

ADOPTION OF THE ARTICLES OF AMENDMENT (Please check ONE of the following)

☒ The amendment was adopted by a meeting of members held on (specify date): 3/25/02. A quorum was present at the meeting and the amendment received at least two-thirds of the votes which members present or represented by proxy were entitled to cast.

☐ The amendment was adopted by a consent in writing and signed by all members entitled to vote.

☐ There are no members that have voting rights. The amendment received a majority vote of the directors at a board meeting held on (specify date):

AMENDMENTS TO THE ARTICLES OF INCORPORATION ARE AS FOLLOWS
If necessary, attach additional amendments or information.

CHANGE NAME OF CORPORATION TO:

TACOMA REGIONAL CONVENTION & VISITOR BUREAU

SIGNATURE OF OFFICER

This document is hereby executed under penalties of perjury, and is, to the best of my knowledge, true and correct.

Signature of Officer

Fred Shanaman

Printed Name

Date

4/26/02

INFORMATION AND ASSISTANCE - 360/753-7115 (TDD - 360/753-1485)

FOR OFFICE USE ONLY

085-005 (9/00)

Validation
Val: 04/30/2002 - 116100
\$20.00 on 04/30/2002
Check - 04/25/2002 - 12078



Secretary of State
Tim Wymann

Washington Secretary of State
Corporations and Charities Division
801 Capitol Way South
PO Box 40234
Olympia, WA 98504-0234
(360) 725-0377
corps@sos.wa.gov

12/31/2019

TACOMA REGIONAL CONVENTION & VISITOR BUREAU
CHELENE POTVIN-BIRD
PO BOX 1754
TACOMA WA 98401

UBI Number: 601 216 920

Business Name: TACOMA REGIONAL CONVENTION & VISITOR BUREAU

Dear CHELENE POTVIN-BIRD,

Thank you for your recent submission. This letter is to confirm that the following documents have been received and successfully filed:

MERGER

You can view and download your filed document(s) for no charge at our website, www.sos.wa.gov/ccfs.

If you haven't already, please sign up for a user account on our website, www.sos.wa.gov/ccfs, to file online, conduct searches, and receive status updates.

Please contact our office at corps@sos.wa.gov or (360) 725-0377 if you have any questions.

Sincerely,

Corporations and Charities Division
Office of the Secretary of State
www.sos.wa.gov/corps



To: All Lodging Tax and TPA Funding Committees

From: Evan Marques, Chair, Board of Directors

Re: Designation of Authorized Official

Date: March 27, 2019

This is to confirm that the President/CEO of Tacoma Regional Convention + Visitor Bureau [doing business as Travel Tacoma + Pierce County] is authorized by the organization's Board of Directors to contractually bind the agency if funding is awarded.

The authorized individual is:

Dean Burke
President/CEO
1516 Commerce Street
Tacoma, WA 98402

(253) 284-3250
dean@traveltacoma.com

Thank you for your continued support of tourism in Pierce County, and your support of the Tacoma Regional Convention & Visitor Bureau.

Signed

A handwritten signature in blue ink, appearing to be "Dean Burke", written over a horizontal line.

Date

3/19/19

Board Roster: Travel Tacoma - Mt. Rainier

Nigel English	Board Chair	Commencement Bank
Jeff Woodworth	At Large	Woodworth Capital
Becky Newton	Secretary	City of Lakewood
Tom Pavlik	Treasurer	Hotel Murano
Matt Allen	Vice/ Past Chair	Kemper Sports
Carmen Palmer	Council	City of Sumner
Mike Gommi	Council	Pierce County Economic Development
Alan Varsik	Council	Metro Parks Tacoma
Adam Cook	Council	Tacoma Venues & Events
Ted Danek	Council	Ace Hardware
Roshaun Yates	Council	Lifestyle Valet

7. APPLICATION FOR FISCAL YEAR 2024 LTAC GRANT FUNDING

1a. Project Information

Project Name: Marketing & Events at Lakewold Gardens

Amount of Lodging Tax Funding Requested: \$ 200,000
(Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")

Total Project Cost: \$200,000
(Total Project Amount must match Project Budget column c "Total Project Cost")

1b. Applicant Organization

Name of Applicant Organization: Lakewold Gardens

Mailing Address: Lakewold Gardens
PO Box 39780
Lakewood, WA 98496

Tax ID Number: 94-3041320

Organization Unified Business Identifier (UBI) 601-199-986
UBI Expiration Date: 12-31-2023

Type of Organization: non-profit
(Non-profit, For-profit, Municipality, Private business, etc.)

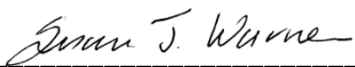
1c. Contact:

Name: Susan

Title: Warner

Telephone: (253) 970-9538

Email: swarner@lakewoldgardens.org

Signature: 

The signatory declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used only for the purposes set forth herein, and verifies that all the information contained in this application is valid and true to the best of his/her knowledge.

2. Project Description

- a. Event Date(s): 01/01/2024 – 12/31/2024
- b. Event Location: Lakewold Gardens, 12317 Gravelly Lake Dr SW, Lakewood, WA 98499
- c. If there is a charge or fee for this activity, please describe how much and why.

Admissions fees help cover the costs of providing programs and activities and offset the financial impact.

General admission prices are as follows:

Adults: \$12

Student, Senior & Military: \$10

Youth ages 6 – 17: \$8

Children 5 and under: free

Ticket prices for Music From Home classical chamber house concerts:

Adults: \$35

Student, Senior, & Military: \$28

Youth ages 6 – 17: \$17.50

Children 5 and under: free

Ticket prices for MayFest and FairyFest:

Adult tickets: \$20

Student, Senior, Military: \$16

Youth ages 6-17: \$10

Child 0-5: Free

All Hallows

Adults: \$20

Student, Senior & Military: \$10

Youth ages 6 – 17: \$8

Children 5 and under: free

Winter Solstice Lights

Adults: \$20

Student, Senior & Military: \$10

Youth ages 6 – 17: \$8

Children 5 and under: free

- d. **Please provide a detailed, yet concise scope of work (mandatory) and/or proposed project/activity. Include information on the area the project will serve, its expected impact and list the responsible party(s).**

Lakewold Gardens is a unique resource within the City of Lakewood, providing cultural engagement through education, recreation, and renewal. Lakewold Gardens is a year-round destination for arts and nature, welcoming horticulture enthusiasts, artists and art lovers of all ages, students, tourists, veterans, military families, wedding parties, and those new to the region.

Lakewold Gardens' Music From Home series has proven both popular and needed within the community, and offers the only opportunity for visitors to the City to hear high-caliber live classical music. Held in Lakewold Gardens' historic Wagner House (and in summer, spilling out onto the veranda), the unique setting enriches the content of performances and puts audience members at ease. The program presents diverse styles of classical music and musicians with a broad range of backgrounds and skillsets, especially highlighting the artistry of musicians who identify with historically underrepresented groups including the BIPOC community. Audience members are served refreshments including desserts and pastries from small local businesses and bakeries within the City of Lakewood. Music From Home is one of the only musical programs within the City of Lakewood.

In the summer of 2023, Lakewold Gardens held its first theatrical production with an abridged performance of Shakespeare's *A Midsummer Night's Dream*. Playwright Tom Smith provided the condensed script, while the production was directed by John Serembe, a long-time designer with Harlequin Theater in Olympia, WA. Actors were selected through open auditions and came from a range of professional theatrical backgrounds. The play was accompanied by live music and first held during Lakewold Gardens' annual summer fundraiser. The following weekend the public performance sold out, reaching capacity with over 150 guests in attendance. Following this very positive first effort, Lakewold intends to develop a robust schedule of performances in the gardens to be held throughout the warmer months of the year. The organization foresees this being a highly successful undertaking and looks forward to drawing crowds to the City of Lakewood to attend productions. Funds from an LTAC grant would in part be utilized towards marketing efforts, payment of actors and production staff, and the production of collateral to be distributed at performances (such as programs).

Lit Fest (previously called Winter Garden Poetry) will be held in February of 2024, drawing writers, literary enthusiasts, and community members. This is the only event of its kind within the City of Lakewood, and due to its location and scale Lakewold Gardens is uniquely poised to host literary arts events of this kind.

Lakewold's largest community events are held in May and June. May Fest 2023 welcomed 475 guests, and Fairy Fest in June drew 661 attendees from across the region. These events draw families from as far afield as the Skagit Valley. They provide adults and children alike the opportunity to interact with art and nature in a safe, inviting setting.

July brings Lakewold Gardens' annual Summer Garden Party, an event that draws community and business leaders from the region and beyond. This is the only event of its kind in the City of Lakewood and provides a significant opportunity for business and community leaders to interact and network.

All Hallows' Eve is a multi-night event surrounding Halloween and celebrating the turning of the season with activities like a spooky scavenger hunt, nightly monster sightings, live music, vintage horror film screenings, and artist-designed installations.

Winter Solstice Lights spans over the holidays, inviting guests to experience the Gardens filled with light installations. In previous years, this has included the artistry of Samuel Stubblefield; in 2023, new artists are being sought to build upon Stubblefield's vision and in turn install their own fresh designs in lights.

LTAC funds to support advertising and production events and programs at Lakewold Gardens will help to drive year-round visitors to the City of Lakewood. As programs and year-round offerings grow, marketing efforts will be essential to the continued success of the organization.

3. Beneficiaries

Please list and provide specific information regarding all individuals, businesses, areas, or organizations that will directly benefit from the project/activity.

Lakewold Gardens directly serves the City of Lakewood, Clover Park School District, Joint Base Lewis-McChord, and Pierce County. However, as a tourist destination, Lakewold drives business to area establishments including hotels, restaurants, shopping, and commerce in general. Lakewold's success leads to an increase of visitors to the City.

Weddings and elopements also drive traffic to area businesses, and Lakewold's website lists a number of restaurants, activities, and lodging options within the City of Lakewood. Lakewold Gardens continues to be a highly sought-after venue for weddings and other special events.

Recently, Lakewold began advertising the Music From Home program on Classical King 98.1 FM, Seattle's premier classical music station. The advertisements reach an average of 80,000 weekly listeners to the station, adding to the exposure Lakewold continues to receive through advertising on KNKX 88.5 FM. This gives the City of Lakewood a strong presence on two of the most culturally relevant radio stations in the region. Lakewold Gardens is a venue for local artists, musicians, and crafts people, and promotes the work of local makers in its curated garden shop. The organization also invites artisans to feature and sell their work as vendors at special events like May Fest and Fairy Fest.

Since Lakewold hired a full-time Curator of Art & Music, the organization has increased its reach in terms of the communities served through the arts programming here. Lakewold's significant investment in high-caliber arts programming within the City of Lakewood continues to grow, as the organization continually expands new partnerships and plans for future endeavors, all with the intention of continuing to build Lakewold Gardens' as a destination for the arts, education, and nature in the region.

Lakewold Gardens has recently hired two professional marketing consultants to prioritize elevating the impact of our marketing and creating a professional cohesion across platforms. Susan Newsom, Marketing Manager, handles the majority of day to day marketing such as the website, ad placements, email campaigns, press releases, and more; Manastash Media works closely with Newsom and oversees the organization's social media efforts. The group also provides monthly metrics, Lakewold's first ever conclusive marketing reports and studies. The results help as staff and consultants partner to develop strong marketing strategies, and we look forward to seeing continued growth as we move forward with these two stellar teams.

4. Goals/Monitoring

Describe the goals of the project. Will the project result in an increase in overnight stays by visitors in Lakewood? If so, how will this increase be tracked and monitored? How will an increase in the sale of goods and services as a result of the project be measured? What other short or long-term economic benefits will occur and how will that be tracked? Why do you believe those project/activity outcomes are feasible?

Note - Applicants will be required to submit a post-funding report providing pertinent data evaluating tourism benefits resulting from the use of lodging tax funds as compared with the estimates contained in this application.

Success for Lakewold Gardens depends on guests experiencing meaningful encounters with the life-changing power of nature here, being a place where all feel welcome. That success is made tangible by tracking

attendance, taking note of survey responses, and performing internal reviews of all public facing programs and events. Last year (2022), Lakewold welcomed 11,076 guests, a significant increase from the year prior. This is thanks to the extended year-round programming and marketing made possible in part through support from Lakewold Gardens' previous LTAC Grant. This year, Lakewold is well on its way towards

5. Estimate how the funds will increase the amount of people traveling to Lakewood to stay overnight in paid accommodations.

As marketing efforts increase at Lakewold, the organization's reach will be extended to include a larger area. The natural result will be that visitors will come from a wider area to Lakewold Gardens.

Music From Home is a program that welcomes artists from around the country, all of whom stay in hotels in the City of Lakewood.

Weddings held at Lakewold Gardens continue to be successful, and over the spring and summer, hundreds of guests travel to Lakewood to attend events, often from over 50 miles away. Bridal parties and their guests make use of hotels within the City of Lakewood.

6. Estimate how the funds will increase the amount of people traveling to Lakewood from more than 50 miles from their residences.

Funds supporting the growth of events and programming will increase the organization's capacity. Expanding event and marketing will attract audiences from across the state, increasing visitors to Lakewold Gardens and the City of Lakewood.

7. Estimate how the funds will increase the amount of people traveling to Lakewood from outside their state or country.

The more financially secure Lakewold Gardens is, the more possible it is for the organization to maintain a high level of aesthetic appeal, develop diverse offerings, and present engaging events for broad audiences.

Lakewold has seen a steady increase in interest from outside of the region over the past few years, and we estimate this will continue to expand as current efforts to enrich arts and educational programming are achieved. Lakewold Gardens is currently a member of the American Horticultural Society's Reciprocal Admissions Program, a network of 350 horticultural gardens across the United States and Canada. As a member, Lakewold is one of only seven gardens in Washington state participating in the program, increasing its appeal to horticultural enthusiasts from across North America. Lakewold Gardens is also a participating member of the Western Museum Association.

8. Funding Requirements

Due to funding constraints, partial funding may be recommended by the LTAC. If partial funding is received, how will that impact the project/activity? Please describe:

As Lakewold Gardens is one of the largest of the few cultural institutions in the City of Lakewood, full funding of the requested \$200,000 would result in a direct impact on attendance at Lakewold and economic stimulation within the city.

9. Use of Funds

Provide detail on how the funds will be used. For example, \$20,000 of the funds will be used for marketing, \$5,000 for administration, \$10,000 for Consultants, etc.

Funds from the LTAC will be used in the following ways:

- \$85,000 - Artist fees (including Music From Home performers, Winter Solstice Lights art installations, etc).
- \$25,000 – 88.5 KNKX radio advertising contract.
- \$10,000 – 98.1 KING FM radio advertising.
- \$5,000 – Rocking the Rhodies.
- \$15,000 – Theater in the Garden, actors fees, script rights, set, costumes, and travel.
- \$12,000 – Manastash Media, advertising and social media consultants.
- \$48,000 – Marketing Manager, contractor/consultant fees

10. Project Budget (for non-capital projects). Do not include in-kind contributions.

<i>Income: A diversified funding base is important to the success of any project. Please list all other sources of funding for the project, both anticipated and confirmed and when that funding will be available to the project. Include your own funding, sponsorships, other grants, etc.</i>			
Funding Source: List all revenue sources anticipated for 2024. Do not include requested Lodging Tax Funds	Amount	Confirmed? Yes/No	Date Available
General admissions	\$60,000	No	Based on FY2023
Membership dues	\$25,000	No	Based on FY2023
Private rentals for events	\$60,000	No	Based on FY2023
Garden Shop income	\$55,000	No	Based on FY2023
Board giving	\$15,000	Yes	Based on FY2023
Corporate, Foundation, and Grant giving	\$400,000	No	Based on FY2023
	\$		
<i>Expenses: Based on full funding, please list project costs.</i> <i>Note: Certain expenses may not be reimbursable, at the sole discretion of the City of Lakewood.</i> <i>You will only be reimbursed at the authorized rates. Insurance is not an eligible cost.</i>			
	a. Lodging Tax Funds Requested *	b. Other Funds (Do not include "in-kind" dollars)	c. Total Project Cost **
Personnel (salaries & benefits)	\$60,000	\$	\$60,000
Administration (rent, utilities, postage, supplies, janitorial services, etc.)	\$	\$	\$
Marketing/Promotion	\$35,000	\$	\$35,000
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	\$	\$	\$
Minor Equipment (computers, desks, etc.)	\$	\$	\$
Travel	\$	\$	\$
Contract Services Describe below – Artist fees	\$105,000	\$	\$105,000
Other Describe below	\$	\$	\$
TOTAL COST	\$200,000	\$	\$200,000
Description for Direct Sales Activities, Contract Services, Travel and Others			
In-Kind Contributions			

*Amount in column a "Lodging Tax Funds Requested" must match "Amount of Lodging Tax Funding Requested" under 1a of application. ** Amount in column c "Total Project Cost" must match "Total Project Cost" under 1a of application.

11. Funding History

a. Was this project funded with Lakewood lodging tax funds in fiscal year 2023? **Yes** No

b. If you answered yes to 11a, how much funding did you receive in 2023? \$100,000

c. If you answered no to 11a, what is the last year Lakewood funding was received and how much?

Year	Amount awarded	No previous funding
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11d. Indicate what efforts have been made to access funding from additional sources?

As a nonprofit, Lakewold Gardens staff are intensely focused on generating income and finding sources of contributed income. Lakewold's full-time Grants Manager rigorously applies for grants and sponsorships for the organization year-round. This includes seeking program and event specific support, general operating support, and developing connections with potential funders. A list of funding received in the past year is below:

LTAC - \$100,000
Lakewood Community Foundation Fund - \$6,600
ArtsFund Community Accelerator Grant - \$5,900
ArtsWA Wellness, Arts, and Military Grant - \$67,500
Ben B. Cheney Foundation - \$25,000
Pierce County Historic Preservation - \$35,000
MJ Murdock – Team Building Great for DEAI - \$20,500
Florence B. Kilworth Foundation, Music From Home - \$3,000
Gottfried & Mary Fuchs Foundation, Music From Home - \$3,000
Tacoma Garden Club - \$500
Tulalip Cares - \$4,000
The Baker Foundation - \$25,000
The Norman Archibald Foundation - \$2,500
The Miller Charitable Trust - \$25,000
Heritage Capital Grant, WSHS - \$403,000

12. Coordination and Collaboration

Please provide information about any other organizations or agencies involved in this project/activity. Describe their level of involvement. Describe how this project coordinates with other tourism promotion efforts or services in the area, including Chambers of Commerce, local festivals, local lodging and restaurants. You may attach up to three letters of support from these organizations.

Lakewold Gardens works with a number of partners from the region, including the Clover Park School District, the VA Hospital, and Pierce College Ft. Steilacoom. The organization has also partnered with individuals associated with Pacific Lutheran University; Tacoma Community College; Harlequin Productions (Olympia); Write253; Creative Colloquy; Tacoma Urban Performing Arts Center; University of Puget Sound; and many more.

13. Capital Projects Budget **N/A**

*Note: A capital project requires a proportional degree of city ownership in the facility. Therefore, capital projects where there is **no city ownership are not eligible** to receive funding.*

Supporting the Capital Expenditures and/or Operation of City Tourism-Related Facilities

FUNDING/TIMELINE	Responsible Parties, Methods, Means	Begin (Dates or Periods)	End (Dates or Periods)	Amount Requested From Lodging Funds	Other Funds Committed or Proposed*	TOTALS
Design & Inspection				\$	\$	\$
Other Consultants				\$	\$	\$
Permits & Fees				\$	\$	\$
Land Acquisition				\$	\$	\$
Site Development & Landscape				\$	\$	\$
Buildings (New Construction)				\$	\$	\$
Building Renovations (Includes Access)				\$	\$	\$
Other (Specify) <i>Insurance is not an eligible cost.</i>				\$	\$	\$
TOTAL				\$	\$	\$

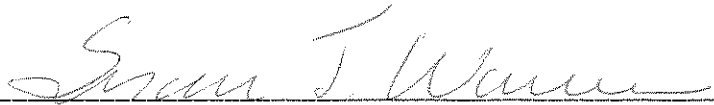
*If other funds are committed, please attach a letter of commitment from the funding source.

14. Certification

The applicant hereby certifies and confirms:

1. That it does not now nor will it during the performance of any contract resulting from this proposal unlawfully discriminate against any employee, applicant for employment, client, customer, or other person(s) by reason of race, ethnicity, color, religion, age, gender, national origin, or disability;
2. That it will abide by all relevant local, state, and federal laws and regulations;
3. That it has read and understands the information contained in this application for funding and is in compliance with the provisions thereof, and;
4. That the individual signing below has the authority to certify to these provisions for the applicant organization, and declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used for the purposes set forth herein.

Primary Signature:



Printed Name & Title of Chief Administrator/Authorizing Official

Date

8/18/23

15. E-Verify Requirements for Contractors & Certification

By Ordinance, the City of Lakewood requires that all contractors who enter into agreements to provide services or products to the City use the Department of Homeland Security's E-Verify system when hiring new employees for the term of the contract.

E-Verify is an electronic system designed to verify the documentation of job applicants. It is run by the Department of Homeland Security.

Who is affected?

- All contractors doing business for the City of Lakewood.
 - There is no minimum dollar value for contracts affected.
- All subcontractors employed by the general contractor on these contracts.

Are there exceptions?

- Contracts for "Commercial-Off-The-Shelf" items are exempted from this requirement.
- Individuals, Companies, or other organizations that do not have employees.

How long must the contractor comply with the E-Verify system?

- For at least the term of the contract.

Are there other stipulations?

- E-Verify must be used ONLY for NEW HIRES during the term of the contract. It is NOT to be used for EXISTING EMPLOYEES.
- E-Verify must be used to verify the documentation of ANY new employee during the term of the contract, not just those directly or indirectly working on deliverables related to the City of Lakewood contract.

How will the City of Lakewood check for compliance?

- All contractors will retain a copy of the E-Verify Memorandum of Understanding that they execute with the Department of Homeland Security AND
- Sign and submit to the City an Affidavit of Compliance with their signed contract.
- All General Contractors will be required to have their subcontractors sign an Affidavit of Compliance and retain that Affidavit for 4 years after end of the contract.
- The City of Lakewood has the right to audit the Contractor's compliance with the E-Verify Ordinance.

Further information on E-Verify can be found at the following website: <https://www.e-verify.gov>

If you have questions about the City's E-Verify Ordinance, please contact the City of Lakewood's legal department prior to contracting with the City.

CITY OF LAKEWOOD

AFFIDAVIT OF COMPLIANCE WITH LAKEWOOD MUNICIPAL CODE 1.42
"E-VERIFY"

As the person duly authorized to enter into such commitment for

Friends of Lakewood / Lakewood Gardens

COMPANY OR ORGANIZATION NAME

I hereby certify that the Company or Organization named herein will

(Check one box below)

☒ Be in compliance with all of the requirements of City of Lakewood Municipal Code Chapter 1.42 for the duration of the contract entered into between the City of Lakewood and the Company or Organization.

- OR -

☐ Hire no employees for the term of the contract between the City and the Company or Organization.

Simon J. Warner

Signature

Simon J. Warner

Print Name and Title

8/23/23

Date

Internal Revenue Service

Department of the Treasury

**P. O. Box 2508
Cincinnati, OH 45201**

Date: March 28, 2003

Friends of Lakewood
P.O. Box 39780
Lakewood, WA 98439-0780

Person to Contact:
Mrs. Bonnie Lawson #31-07572
Customer Service Representative
Toll Free Telephone Number:
8:00 a.m. to 6:30 p.m. EST
877-829-5500
Fax Number:
513-263-3756
Federal Identification Number:
94-3041320

Dear Sir or Madam:

This is in response to your request of February 10, 2003 requesting a copy of the determination letter for your organization.

Our records indicate that a determination letter issued in September 1987 granted your organization exemption from federal income tax under section 501(c)(3) of the Internal Revenue Code. That letter is still in effect.

Based on information subsequently submitted, we classified your organization as one that is not a private foundation within the meaning of section 509(a) of the Code because it is an organization described in section 509(a)(3).

This classification was based on the assumption that your organization's operations would continue as stated in the application. If your organization's sources of support, or its character, method of operations, or purposes have changed, please let us know so we can consider the effect of the change on the exempt status and foundation status of your organization.

Your organization is required to file Form 990, Return of Organization Exempt from Income Tax, only if its gross receipts each year are normally more than \$25,000. If a return is required, it must be filed by the 15th day of the fifth month after the end of the organization's annual accounting period. The law imposes a penalty of \$20 a day, up to a maximum of \$10,000, when a return is filed late, unless there is reasonable cause for the delay.

All exempt organizations (unless specifically excluded) are liable for taxes under the Federal Insurance Contributions Act (social security taxes) on remuneration of \$100 or more paid to each employee during a calendar year. Your organization is not liable for the tax imposed under the Federal Unemployment Tax Act (FUTA).

Organizations that are not private foundations are not subject to the excise taxes under Chapter 42 of the Code. However, these organizations are not automatically exempt from other federal excise taxes.

Donors may deduct contributions to your organization as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to your organization or for its use are deductible for federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

Friends of Lakewold
94-3041320

Your organization is not required to file federal income tax returns unless it is subject to the tax on unrelated business income under section 511 of the Code. If your organization is subject to this tax, it must file an income tax return on the Form 990-T, Exempt Organization Business Income Tax Return. In this letter, we are not determining whether any of your organization's present or proposed activities are unrelated trade or business as defined in section 513 of the Code.

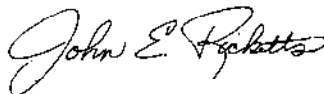
The law requires you to make your organization's annual return available for public inspection without charge for three years after the due date of the return. If your organization had a copy of its application for recognition of exemption on July 15, 1987, it is also required to make available for public inspection a copy of the exemption application, any supporting documents and the exemption letter to any individual who requests such documents in person or in writing. You can charge only a reasonable fee for reproduction and actual postage costs for the copied materials. The law does not require you to provide copies of public inspection documents that are widely available, such as by posting them on the Internet (World Wide Web). You may be liable for a penalty of \$20 a day for each day you do not make these documents available for public inspection (up to a maximum of \$10,000 in the case of an annual return).

Because this letter could help resolve any questions about your organization's exempt status and foundation status, you should keep it with the organization's permanent records.

If you have any questions, please call us at the telephone number shown in the heading of this letter.

This letter affirms your organization's exempt status.

Sincerely,

A handwritten signature in black ink, appearing to read "John E. Ricketts". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

John E. Ricketts, Director, TE/GE
Customer Account Services

Lakewold Gardens 2024 Marketing Plan									
		Paid Advertising							
Timeframe	Design	Print	BroadcastDirect	Mail/Billboards	Web Marketing	Email	Home Website	Social Platforms	Outreach
4 to 6 months	Campaign identity/brand	Confirm magazine ads	Confirm KNKX ads	Mail Save-the-Date postcard			Build event page		Partner org outreach
(Event details confirmed and finalized)	Rack card/event flyer		Confirm 98.1 KING FM ads				Add to event calendar		
	Create Video/ Podcast content								
	Magazine content/press release/Ads								
	Compile media content for marketing								
	Write copy and messaging								
	Direct mail postcard								
8 WEEKS									
8 weeks	Web ads	Submit magazine content					Eventbrite Page goes live if applicable (ticket sales live)		
	Event poster	Print flyers/posters/rack cards							
6 WEEKS									
6 weeks			Submit radio copy		Post event on community calendars and websites	Event Announcement EBlast		Create FB Event Page	Distribute print materials posters/flyers/rack cards
								Promote video/podcast content	
4 WEEKS									
4 weeks	Design event banner	Magazine content published	Radio Ads runs	Send event banner to Grand Cinema	Google ads	Reminder/more details EBlast	Add Event Banner to Homepage	Boost FB Event	Distribute print materials at Farmer's Market/Summer Fest if applicable
	compile pictures for Eblasts				Digital Ads		Add "buy ticket" button to homepage		
3 WEEKS									
3 weeks			Radio Ad runs	Grand Cinema billboard runs	Share to community listservs	Reminder/more details EBlast			
2 WEEKS									

[illegible]

FRIENDS OF LAKEWOLD 2023 Budget

2023 Budget

Ordinary Income/Expense

Income

4000 · PROGRAM REVENUES

4010 · ADMISSIONS (General, not events)	60,000.00
4020 · MEMBERSHIP	25,000.00
4040 · GARDEN SHOP INCOME	55,000.00
4060 · LAKEWOLD EVENTS	243,600.00

4080 · RENTAL OF REAL ESTATE	60,000.00
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Total 4000 · PROGRAM REVENUES	443,600.00
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4100 · CONTRIBUTIONS & SUPPORT

4101 · INDIVIDUALS	415,000.00
4102 · BOARD	15,000.00
4104 · FOUNDATIONS & GRANTS	663,750.00
4105 · GOVERNMENT	0.00

Total 4100 · CONTRIBUTIONS & SUPPORT	1,093,750.00
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Released from Restrictions	10,000.00
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Total Income	1,547,350.00
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Cost of Goods Sold

5001 · COST OF GOODS SOLD -GARDEN SHOP	40,000.00
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Total COGS	40,000.00
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Gross Profit	1,507,350.00
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Expense

6560 · SALARIES & WAGES

6561 · WAGES	690,238.38
6595 · PAYROLL TAXES	92,316.44
6600 · BENEFITS	62,174.17

Total 6560 · SALARIES & WAGES	844,728.99
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7060 · LAKEWOLD EVENTS	179,700.00
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7075 · Professional Memberships	2,445.00
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7500 · PROFESSIONAL FEES

7425 · PROFESSIONAL DEVELOPMENT	20,000.00
7450 · FUNDRAISING/DEVELOPMENT	33,200.00
7500 · PROFESSIONAL FEES - Other	64,850.00

Total 7500 · PROFESSIONAL FEES	118,050.00
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7550 · OPERATING EXPENSES

5500 · EQUIPMENT LEASE AND REPAIR

5510 · ADMIN. (EQUIP RENTAL & REPAIRS)	8,000.00
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Total 5500 · EQUIPMENT LEASE AND REPAIR	8,000.00
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7030 · SUPPLIES (Programmatic)	30,000.00
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7050 · OFFICE EXPENSES	20,000.00
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7405 · UTILITIES	48,000.00
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7455 · MARKETING	35,000.00
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7498 · SAFETY & SECURITY	100.00
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7551 · IT Expense	15,000.00
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Total 7550 · OPERATING EXPENSES	156,100.00
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7600 · BANK CHARGES

7485 · BANK SERVICE FEES	15,000.00
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Total 7600 · BANK CHARGES	15,000.00
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7650 · BUILDINGS & PROPERTY EXPENSES

5110 · WAGNER HOUSE MAINTENANCE	15,000.00
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6750 · MAINTENANCE SERVICES

6752 · HORTICULTURE & MAINTENANCE	42,655.00
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FRIENDS OF LAKEWOLD 2023 Budget

2023 Budget	
6750 • MAINTENANCE SERVICES - Other	5,000.00
Total 6750 • MAINTENANCE SERVICES	47,655.00
7410 • EXHIBITION (PLANT MATERIAL)	12,750.00
Total 7650 • BUILDINGS & PROPERTY EXPENSES	75,405.00
7700 • INSURANCE EXPENSES	
7415 • GENERAL LIABILITY INSURANCE	6,000.00
7700 • INSURANCE EXPENSES - Other	40,000.00
Total 7700 • INSURANCE EXPENSES	46,000.00
7800 • TAXES & ASSESSMENTS	
7460 • PROPERTY TAXES	12,500.00
7800 • TAXES & ASSESSMENTS - Other	0.00
Total 7800 • TAXES & ASSESSMENTS	12,500.00
7210 • DEPRECIATION EXPENSE	55,000.00
Total Expense	1,504,928.99
Net Ordinary Income	2,421.01
Other Income/Expense	
Other Income	
5711 • INVESTMENT INCOME	
5700 • REALIZED GAIN/LOSS ON INVESTMEN	
5710 • UNREALIZED GAIN/LOSS ON INVESTM	200,000.00
5715 • INVESTMENT INTEREST & DIVIDENDS	
Total 5711 • INVESTMENT INCOME	200,000.00
8100 • RESTRICTED FUNDS	
8161 • INDIVIDUALS	770,065.00
• CORPORATE	310,000.00
• Foundation	395,000.00
8165 • GOVERNMENT	1,786,061.00
Released from Restrictions	-10,000.00
Total 8100 • RESTRICTED FUNDS	3,251,126.00
8180 • IN KIND CONTRIBUTIONS	
Total Other Income	3,451,126.00
Other Expense	
8800 • GTCF ENDOWMENT MGMT FEES	115,000.00
8950 • INVESTMENT EXPENSES	
8999 • INVESTMENT FEES	15,000.00
Total 8950 • INVESTMENT EXPENSES	15,000.00
Total Other Expense	130,000.00
Net Other Income	3,321,126.00
Net Income	3,323,547.01

Asset Purchases	
Carriage House	3,283,565.00

The Friends of Lakewold dba Lakewold Gardens
Balance Sheet
As of June 30, 2023

	Total
ASSETS	
Current Assets	
Bank Accounts	
1000 Umpqua Bank	13,374.91
1010 Comm Checking 2505	20,661.77
1011 Comm Deposits 1350	11,432.58
1012 Comm Restricted 1368	244,169.39
1130 RBC Management	140.13
1140 PayPal Bank	963.72
1150 Petty Cash	599.00
Total Bank Accounts	\$ 291,341.50
Accounts Receivable	
1200 Accounts Receivable	31,765.01
1250 Pledges - Growing for All	1,000.00
Total Accounts Receivable	\$ 32,765.01
Other Current Assets	
1500 Undeposited Funds	-994.79
1600 Prepaid Insurance	13,408.53
1610 Book Inventory	19,700.00
1620 Garden Shop Inventory	31,265.81
Total Other Current Assets	\$ 63,379.55
Total Current Assets	\$ 387,486.06
Fixed Assets	
1700 Wagner House	474,241.72
1710 Film	183,394.00
1715 Accumulated Depreciation	-1,171,135.39
1720 Land	1,145,000.00
1725 House Furniture & Equipment	120,404.68
1730 House Improvements	185,495.42
1735 General Admin Building & Improvements	51,841.49
1740 General Administrative Equipment	2,941.00
1745 Garden Land Improvements	528,324.30
1750 Garden Building Improvements	45,460.99
1755 Garden Shop Equipment	4,494.83
1760 Sunroom	130,266.26
1765 Garden Maint & Dev Equipment	36,989.06
1800 Construction in Progress	218,644.66
Total Fixed Assets	\$ 1,956,363.02
Other Assets	
1900 Endowment Receivable	2,163,242.60
Total Other Assets	\$ 2,163,242.60

TOTAL ASSETS	\$	4,507,091.68
LIABILITIES AND EQUITY		
Liabilities		
Current Liabilities		
Accounts Payable		
3200 Accounts Payable		27,777.91
Total Accounts Payable	\$	27,777.91
Credit Cards		
2000 Credit Card		4,466.72
Total Credit Cards	\$	4,466.72
Other Current Liabilities		
2100 Payroll Liabilities		0.00
2105 PTO Payable		23,331.84
2110 401k Liability		563.21
Total 2100 Payroll Liabilities	\$	23,895.05
2200 Refundable Deposits - TDC		11,300.00
2250 Unearned Rental Revenue		32,990.00
2300 Line of Credit		24,038.27
2400 Garden Shop - Gift Cards		299.00
2500 DD Payroll Sweep		0.00
2600 Sales Tax Agency Payable		1,678.25
Total Other Current Liabilities	\$	94,200.57
Total Current Liabilities	\$	126,445.20
Long-Term Liabilities		
2700 SBA Loan		148,618.00
Total Long-Term Liabilities	\$	148,618.00
Total Liabilities	\$	275,063.20
Equity		
3000 Permanently Restricted Net Assets		1,869,461.17
3100 Temporarily Restricted Net Assets		212,718.79
3300 Unrestricted Net Assets - QB		2,283,276.85
Net Income		-133,428.33
Total Equity	\$	4,232,028.48
TOTAL LIABILITIES AND EQUITY	\$	4,507,091.68



STATE of WASHINGTON SECRETARY of STATE

I, Ralph Munro, Secretary of State of the State of Washington and custodian of its seal, hereby issue this

CERTIFICATE OF INCORPORATION

to

THE FRIENDS OF LAKEWOLD

a Washington Non Profit corporation. Articles of Incorporation were
(filed for record in this office on the date indicated below.

Corporation Number: 2-377084-5

Date: December 11, 1986



Given under my hand and the seal of the State
of Washington, at Olympia, the State Capitol.

Ralph Munro

Ralph Munro, Secretary of State

FILED
DEC 11 1986

SECRETARY OF STATE
STATE OF WASHINGTON

ARTICLES OF INCORPORATION
OF
THE FRIENDS OF LAKEWOLD

KNOW ALL MEN BY THESE PRESENTS:

That the undersigned, being a natural person over the age of eighteen years, for the purpose of forming a nonprofit corporation under Chapter 24.03 of the Revised Code of Washington, hereby signs and verifies in duplicate the following Articles of Incorporation:

ARTICLE I

The name of this corporation is The Friends of Lakewold (the "Corporation").

ARTICLE II

The duration of the Corporation shall be perpetual.

ARTICLE III

The initial registered office of the Corporation is Suite 614, Washington Building, Tacoma, Washington 98402 and the mailing address of the initial registered office is P.O. Box 1121, Tacoma, Washington 98401-1121. The initial registered agent at such address is Paul C. Bender.

ARTICLE IV

The sole voting member shall be The Greater Tacoma Community Foundation, a Washington nonprofit corporation (hereinafter sometimes referred to as the "supported organization").

ARTICLE V

Section 1. Purposes. The exclusive purpose of the Corporation shall be to benefit, support and perform a function of the supported organization, a Washington nonprofit corporation exempt from federal income tax under Internal Revenue Code Section 501(c)(3), and meeting the requirements of Section 509(a) of the Internal Revenue Code. Such support shall be provided by (i) owning, managing, maintaining and developing the real property known as Lakewold located in Pierce County; (ii) expending directly or indirectly all of its income, in excess of any reasonable amount set aside in reserves for capital improvements, for the use in the management, maintenance, and development of Lakewold; and (iii) engaging in fund-raising activities, such as solicitations, fund-raising dinners, and other activities to raise funds for its permissible activities hereunder. The supported organization shall supervise and control the Corporation to ensure that it maintains and uses Lakewold exclusively for educational, charitable, and scientific purposes.

Section 2. Limitations.

2.1 The Corporation shall have no capital stock, and no part of its net earnings shall inure to the benefit of any director or officer of the Corporation, or any private individual, nor shall the Corporation loan money or credit to any officer or director.

2.2 No director or officer of the Corporation, or any private individual shall be entitled to share in the distribution of any of the corporate assets upon dissolution of the

Corporation, or the winding up of its affairs. Upon such dissolution or winding up, all the remaining assets of the Corporation shall be distributed by the board of directors for identical uses and purposes to any other organization which would then qualify for exemption under the provisions of Section 501(c)(3) of the Internal Revenue Code as now stated, or as it may be hereafter amended.

2.3 No substantial part of the activities of the Corporation shall be the carrying on of propaganda, or otherwise attempting, to influence legislation except as may be permitted to Section 501(c)(3) organizations by the Internal Revenue Code, and the Corporation shall not participate in, or intervene in (including the publication or distribution of statements) any political campaign on behalf of any candidate for public office.

2.4 Notwithstanding any other provisions of these Articles, the Corporation shall not conduct or carry on activities not permitted to be conducted or carried on by an organization exempt under Section 501(c)(3) of the Internal Revenue Code as now stated, or as it may be hereafter amended, or by organization contributions to which are deductible under Section 170(c)(2) of such Code as now stated, or as it may be hereafter amended.

2.5 The Corporation shall not sell the real estate constituting Lakewold or any portion thereof without the express written consent of the supported organization.

Section 3. Powers. In general, and subject to such limitations and conditions as are or may be prescribed by law, or in the Corporation's Articles of Incorporation or Bylaws, the

Corporation shall have all powers which now or are hereafter conferred by law upon a corporation organized for the purpose hereinabove set forth, or necessary or incidental to the powers so conferred, or conducive to the attainment of the purpose of the Corporation.

ARTICLE VI

Section 1. Management. The management of the Corporation will be vested in a board of no less than nine directors. The number, qualifications, terms of office, manner of election, time and place of meeting, and powers and duties of directors shall be such as are prescribed by the Bylaws of the Corporation.

Section 2. Names and Addresses of Directors. The names and addresses of the directors who will first manage the affairs of the Corporation until the first annual meeting of the sole voting member, as provided in the Bylaws, and until their successors are selected and qualified, are:

<u>Name</u>	<u>Address</u>
Allison Andrews	Suite 1415 1411 Fourth Avenue Building Seattle, WA 98101
Lowell Anne Butson	21 Forest Glen Lane SW Tacoma, WA 98499
George L. Davis, Jr.	4713 Peterson Drive NW Gig Harbor, WA 98335
Mary Latimer	11518 Clovercrest Drive SW Tacoma, WA 98499
Dixy Lee Ray	600 Third Avenue Fox Island, WA 98333
Marjorie Shanaman	110 Country Club Drive SW Tacoma, WA 98498

Joanne Titus

11427 Gravelly Lake Drive SW
Tacoma, WA 98499

Corydon Wagner, Jr.

The Wagner Fund
2221 North 30th
Tacoma, WA 98403

Eulalie Wagner
(Honorary)

12221 Gravelly Lake Drive SW
Tacoma, WA 98499

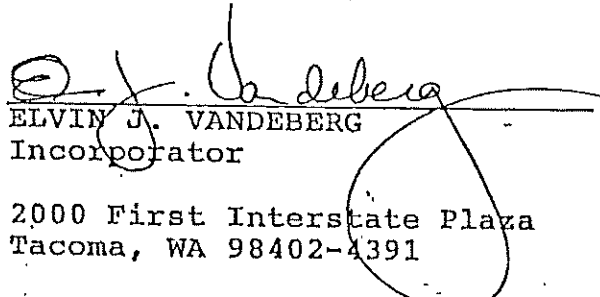
George H. Weyerhaeuser

Weyerhaeuser Company
Tacoma, WA 98477

ARTICLE VII

The authority to make, alter, amend or repeal Bylaws is vested in the board of directors, and may be exercised at any regular or special meeting of the board.

IN WITNESS WHEREOF, the incorporator has signed these Articles of Incorporation in duplicate this 5th day of December, 1986.


ELVIN J. VANDEBERG
Incorporator

2000 First Interstate Plaza
Tacoma, WA 98402-4391

CONSENT TO APPOINTMENT AS REGISTERED AGENT

The undersigned, having been appointed as registered agent of The Friends of Lakewold, does hereby consent to such appointment and agrees to serve as registered agent for the corporation.

DATED this 5th day of December, 1986.

Paul C. Bender
PAUL C. BENDER

Address of Registered Agent:

Suite 614, Washington Building
P.O. Box 1121
Tacoma, WA. 98401-1121

BOD Meeting January 18, 2023 – 4 pm

Participants: Phyllis, Dwight, Carla, Rhene, Mickey, Lisa, Judy, and Susan Pittman

Carla established quorum and called the meeting to order at 4:06;

Welcome to 2023! Carla's 7th and final year on the board

Board Minutes November 16, 2022 – Governance did not meet.

Dwight asked if the date on the Finance Minutes was correct? Carla will correct to January 10.

Asked for motion: Susan Pittman moved Dwight seconded, motion passed.

Committee Updates

- Lisa will be chairing Advancement Committee for one year.
- Please send recommendations for new board members to Dwight.
- Dwight is the Chair Elect.

Governance Committee Update:

- Next meeting Feb 15.
- Goal to find new board members, especially someone with financial training as Phil is on his last year. Would prefer someone to start sooner to work alongside him.
- New board member to approve; Gwen Gill, Susan, Dwight and Carla met with her and think she will be a good fit especially for Advancement committee.
- Gov Comm recommends that Gwen Gill be added:
 - Dwight asked for further discussion.
 - A vote was taken and the motion passed with one negative vote.
- Two GTCF – five total BOD vacancies to fill.
- LTAC Submission presented by staff; does the board approve for staff to apply? Lisa moved, Carla second; motion passed unanimously.
- Conflict of Interest statements – please sign and return by the end of the month.
- Board retreat March 4, 9 am – 3pm will include DEIA training (three to four hours itself).
 - Susan raised the point it is not confirmed with consultant. Needed board approval for budget and review of what elements should be included in the training.

Finance Committee Update:

- Susan introduced Budget; very challenging year for finance department. Karin absent due to challenges, LG has relied on Solid Chops accounting; Renee Hutchins three days a week.
- Budget created by Brian, Susan, and then in January Karin added input. Phil asked for notes in each line item, etc.
 - All notes and numbers lead into main budget.
- Financial projections not glowing for 2023, budget is ambitious; needs to be revisited at least on a quarterly basis.
 - Ambitious fundraising efforts:
 - Garden Party - 2022 raised \$95K despite low attendance.
 - Bringing back Adopt a Tree; \$130K in 2020 when it was brought back. Twenty new trees chosen, booklet and material being created.
 - When Susan joined in 2019 asked eight different members of the community to invest in Lakewold's capacity asking them how to serve community best? What programs to start, what do we let go, build love in community. Ask was \$10K for three years, total \$30K.
 - Kept going despite covid – able to prove agility and flexibility in programming and commitment to community.
 - Lisa requested confirmation the budget being presented had been approved and recommended by the Finance Committee; Carla confirmed yes, much discussion (over two hours) before it was approved.
 - Susan weighing in that Lakewold is much more active grants now, more aggressive with solicitations. Increasing from not just historic donors to new to Lakewold donors.
 - Meeting with Russell Family Foundation; Susan was gratified to learn they are focusing on climate change and LG will be able to reach out to them in the fall.
 - Number of grants applied for has increased dramatically.
 - Susan introduced Julie Lee, Volunteer & Corporate Relations Specialist. New role in Corporate Giving.
- Dwight wanted to point out part of increase in budget comes from personnel cost increases and were state mandated. Cost of health care went up, and property insurance went up dramatically again.
 - Working on increasing staff wages every year.

- 4:37 Dwight made a motion that we should approve budget as proposed by finance committee; motion carried and the budget was approved.
- Carla thanked everyone for moving Lakewold forward and being able to increase the budget at Lakewold.
- (Financials reports review to be moved to March meeting).
- Ending 2022 breaking even.

Advancement Report:

Dwight welcomed Lisa as new committee chair and thanked her.

- Next meeting February 15.
 - Solstice Lights attendance improved the last few weeks. 850 people came through in total. Discussed how to improve in the future.
 - Need better publicity and marketing.
 - Summer Garden Party – want to send Save the Date’s out early Feb if not by the end of Jan.
 - Auction items were preferred over physical items; please contribute if you can or share ideas/recommendations.
 - Attendance not strong but RTP and Auction raised more than expected.
 - Susan gave overview of Adopt a Tree, program successful in the past.
 - Lit Fest and poetry in the gardens to begin early February.
 - Would be nice for more board members to be present at LG events; visitors enjoy speaking with trustees and ask many questions.
 - Marketing subcommittee: how do we go about renewing and improving Lakewold’s marketing. Dwight stressed importance of sharing the programs and new work being done here.
- Need sponsors for some of these programs, please put staff in contact with individuals / business contacts who may be interested in partnership.

Capital Campaign

- City of Lakewood recommended Certificate of Appropriateness for Carriage House project after visiting the grounds. City advisory board to review on January 26 at 6pm. Has to be vetted as a historic building. Approval conditional on:
 - Lakewold does not take down any trees for the construction of the Goat House (restrooms).
 - Lakewold will develop remediation and plan should historic artifacts be found on site.

- Individual meetings with members of the Growing for All (Campaign) committee in progress to move forward with prospects.
- LTAC funds reallocation still potentially in progress/available.
- Have raised/been promised roughly \$2.5 million at this point; conversations soon with Murdock (top off grant) and Korsmo (in-kind gift).

Executive Director Report

- Lit Fest: impressed with caliber of submissions, partnerships with blue press and creative colloquy.
- Sound meditation on Saturday – first iteration very successful.
- Three strong candidates for Curator of Art and Music, hope to make offer by the end of the week.
 - Murdock charitable trust grant still active and will fund half of salary for Curator of Art and Music for this year.
- Horticultural staff have developed a series of high-level tours, to be held twice monthly.
- Glad Karin is back, we will have stability in the finance department.

Carla mentioned findings of a survey she sent out to board. One concern was that discussions get too far down in the weeds.

Susan to be reviewed by finance committee soon, lunch at the club, ask Carla if you want to be a part of it.

Off to a good positive start this year; more positive about the year ahead.

Dwight moved to adjourn, Mickey seconded, motion carried and meeting adjourned 4:57 pm.

LAKEWOLD GARDENS

2023 Board of Directors Contact List

Effective January 18th, 2023

EXECUTIVE COMMITTEE		
President Carla Pelster (GTCF) 11309 Clover Crest Dr. SW Lakewood, WA 98499 253-219-8853 (Cell) carlapelster64@gmail.com	Vice President Dwight Williams (GTCF) 11722 Madera Drive SW Lakewood, WA 98499 253-678-0231 (cell) dswilliams75@aol.com	Secretary Phyllis Griggs (FOL) 6816 79th St. W. Lakewood, WA 98499 253-677-4253 (Cell) pawgriggs@gmail.com
Treasurer Philip Eng (GTCF) 13120 Country Club Drive SW #101 Lakewood, WA 98498 206-650-5570 (Cell) PhilEng@Live.com	Past President	Member-At-Large Trevor Kovich (FOL) 12793 Gravelly Lake Drive SW Lakewood, WA 98499 253-426-9806 (Cell) tkovich@neilwalter.com
Ex-Officio GTCF	Executive Director Susan Warner 3705 North Huson Street Tacoma, WA 98407 253-970-9538 (Cell) swarner@lakewoldgardens.org	Honorary Judy Wagner 8209 N. Thorne Lane SW Lakewood, WA 98498 253-203-8814 (Cell) wagnerjc@earthlink.net
DIRECTORS		
Susan Pittman (GTCF) 1400 28 th Avenue Crt Milton, WA 98354 206-931-2518 (Cell) susan-pittman@leavitt.com	Mickey Portnoy (FOL) 11415 Gravelly Lake Driv SW Lakewood, WA 98499 253 222-8138 (Cell) 253 428-3970 (Bus) mickey.portnoy@ubs.com	Lisa Hoffman (FOL) 45 N. Summit Road Tacoma, WA 98406 206-660-7261 (Cell - use 1st) 253-6925895 (Bus) lhoffman88@yahoo.com
Rhene Johns (GTCF) 15319 26 th Ave NW Gig Harbor, WA 98332 253-858-3000 (Res) 253-882-8018 (Cell) rhene@gmail.com	Charlie Hyde, III (GTCF) 12745 Gravelly Lake Drive SW Lakewood, WA 98499 253-973-1212 (Cell) hydec3@comcast.net	Gwen Ingels (FOL) 4301 North Stevens Tacoma, WA 98407 253-370-8156 gwen@trouves.org
(GTCF)	(FOL) (FOL)	(GTCF)

August 16, 2023

Dana Kapla, Assistant Finance Director
City Hall, 6000 Main St SW
Lakewood, WA 98499

Re: Authorized signatory, LTAC Application

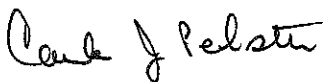
Below please find the name, title, address, and telephone number of the person authorized to sign this application:

Susan Warner
Executive Director
PO Box 39780, Lakewood WA 98496-3780
(253) 584-4106 x 102.

If we can provide additional information to support this request, it will be our pleasure to do so.

Thank you for your time and consideration of Lakewold's request for Lodging Tax support for our efforts to contribute to economic and social health in the City of Lakewood through our marketing and event initiatives.

Sincerely,



Carla J. Pelster, Board of Directors Chair
Lakewold Gardens



LAKEWOLD
GARDENS

June Marketing (so far)
Campaign Kickoff Touch Base

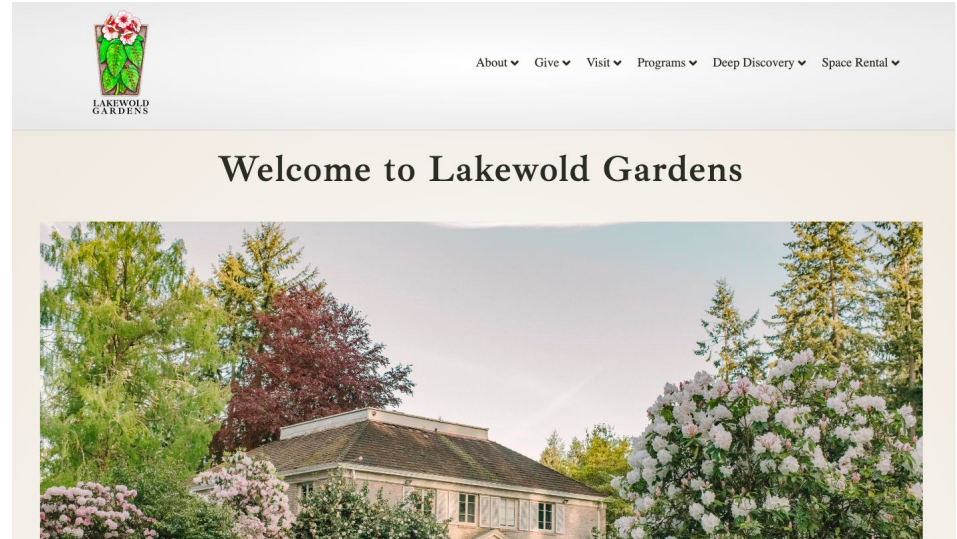


Website Traffic- Monster Insights in the Last 30 Days

Users: 7,806
(+19% over previous 30 days)

Pageviews: 15,146

Average Session Duration: 1:38



Organic Social- Facebook

Page Followers: 6.5k

Page Reach: 38,337 (+82% MOM)

Page Visits: 2,280

Top Performing Post

Reach: 1,193

This post reached more people than **77%** of your 50 most recent Facebook posts and stories.

Engagements: 70

This post received more reactions, comments and shares than **88%** of your 50 most recent Facebook posts and stories.



Lakewold Gardens

Published by HeyOrca · June 4 at 8:30 AM · 🌐

Did you know that on our historic grounds is a nursery, full of various blooms and greenery to create your own Eden this year? We have a variety of ornamentals and some native plants suitable for all of your home garden & landscape needs, including specialty conifers, trees & shrubs, shade plants galore, container-friendly plants and even a few that are happy to come indoors over winter!

[#waplantnursery](#) [#LakewoodNursery](#)

<https://lakewoldgardens.org/theshop/>



Organic Social- Instagram

Followers: 2,683

Accounts Reached: 2,322 (+143% MOM)

Profile Visits: 446

Top Performing Post

Reach: 335

This post reached more people than **85%** of your 50 most recent Instagram posts and stories.

Engagements: 54

This post received more reactions, comments and shares than **100%** of your 50 most recent Instagram posts and stories.



lakewoldgardens Calling all macro photographers! If you are feeling creative and are on the hunt for pretty, scented subjects, look no further than our gardens.

Hundreds of species of flora, ranging in color and appearance, and all ready for their closeup 📷🌸

For those NOT booking formal photoshoots with us, our grounds are open to you year-round. We simply ask that you avoid blocking walkways and that you step with care and not tread on our garden beds 🙏

#macrophotography #wagardens #historicgardens

Social Media Ad

Impressions: 23,992

Engagements: 1,810

Clicks: 1,499

CTR: 6.25%

The average social media CTR for your industry is .90%

Shares: 78

**Lakewold Gardens**
Sponsored · 

Join us June 23 - 25 for a weekend of mystical festivities while exploring the gardens in what is sure to be an enchanting start to summer!



FairyFest
June 23 - 25

Scavenger Hunt
Art Activities
Fairy House Free Play
Live Music
Fairy House Contest
Picnic on the Lawn
Vendor Fair

LEARN MORE



lakewoldgardens.org
Join Us for FairyFest
Fairy Fest 2023 June 23...
[Learn more](#)

 Like  Comment  Share

Questions & Meeting Notes

1. Who is TENGA Marketing? Do we have a contact there that can help share BM access? We left them a VM and cannot find an email address on their website. Checking with Cora and Niel.
2. Waiting on Google Analytics access- Susan is checking with Niel and team.
3. We are running a garden party ad in July. In August, promote public performance of Midsummers Night Dream on August 4. In September, promote Rocking the Rhodies featuring the Grit City Sax band.
4. Cannot “assign” Erin in calendar comments, but will continue to include her in email approval.
5. Susan Newsom- please send us live music and Solstice photos from previous years.
6. We meet every month on the 4th Tuesday at 2pm over Google Meet. Our next meeting will be on July 25th to go over all of June and talk about going into August.

7. APPLICATION FOR FISCAL YEAR 2024 LTAC GRANT FUNDING

1a. Project Information

Project Name: Fort Steilacoom Invitational

Amount of Lodging Tax Funding Requested: \$ 6500

(Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")

Total Project Cost: \$ 8500

(Total Project Amount must match Project Budget column c "Total Project Cost")

1b. Applicant Organization

Name of Applicant Organization: Lakes Cross Country Booster Club

Mailing Address: 8916 104TH ST SW, LAKEWOOD, WA, 98498-3820, USA

Tax ID Number: 27-0049207

Organization Unified Business Identifier (UBI) 502 243 228

UBI Expiration Date: 11/1/2023

Type of Organization: Non Profit

(Non-profit, For-profit, Municipality, Private business, etc.)

1c. Contact:

Name: Peter Johnson

Title: President

Telephone: (253) 224-2386

Email: PETER.ANOABBY@GMAIL.COM

Signature: 

The signatory declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used only for the purposes set forth herein, and verifies that all the information contained in this application is valid and true to the best of his/her knowledge.

2. Project Description

a. Event Date(s): September 16, 2023

b. Event Location: Fort Steilacoom Park

c. If there is a charge or fee for this activity, please describe how much and why.

Team entry fee of \$150 for boys and girls teams or \$125 for a single gender. This is typical for high school cross country events.

d. Please provide a detailed, yet concise **scope of work (mandatory)** and/or proposed project/activity. Include information on the area the project will serve, its expected impact and list the responsible party(s).

The Fort Steilacoom Invitational is part of a broader working partnership between the Lakewood Parks Department and the Lakes High School Cross Country Program. The meet started in 1998, when Fort Steilacoom Park was managed by the Pierce County Parks Department. When the City of Lakewood took over the park, and plans were being made for the dog park, a new partnership began. Prior to that time, Fort Steilacoom Park hosted numerous high school cross country events, each on their own course. There were no major meets held in the park. With the inception of the dog park, the parks department leaders met with local coaches to develop a plan for one course in the park, using common guidelines as well. The Fort Steilacoom Invitational was a major part of the discussions. Since that time, the Lakewood Parks Department and the Lakes High School Cross Country program have worked hand in hand on virtually all of the cross country meets held in the park every fall. The Lakes cross country program has also loaned their equipment to other running events promoted by the City of Lakewood.

Since that time, the Fort Steilacoom Invitational has grown to be one of the 5 largest meets in the Northwest, drawing teams from all over Washington State, as well as Oregon, Idaho, California, and British Columbia. Additionally, Fort Steilacoom Park now hosts the high school league championship meets for most of the high school leagues between Kent and Olympia. This results in several thousand additional athletes and spectators visiting Fort Steilacoom Park and the City of Lakewood every October. High School Cross Country starts in late August and culminates with the state championship meet in early November. The Fort Steilacoom Invitational is on the third Saturday in September, and League Championships are at the end of October.

The Fort Steilacoom Invitational brings between 4000-7000 participants and spectators to the city, with many of them staying overnight. The league championship meets bring several thousand athletes and spectators to Lakewood as well.

Our goal is to continue to develop partnerships to ensure that the meet will continue as a staple in the Lakewood/CPSD community long after the original meet founders and school officials have retired. This will include continually looking at the meet to make sure it is attracting a wide variety of participants, increasing community involvement and support, and addressing the financial aspects of putting on a high quality meet through all potential avenues.

This years Fort Steilacoom Invitational projects to be the largest in the history of the event, with 106 teams registered. Team sizes range from 9 athletes up to 100. This includes teams from Alaska, Oregon, and Idaho. We have teams coming from all regions of Washington as well, including the

Spokane, Tri Cities, Bellingham, Yakima, and Vancouver areas. More than 20 of the teams registered are from distances over 50 miles from Lakewood. |

3. Beneficiaries

Please list and provide specific information regarding all individuals, businesses, areas, or organizations that will directly benefit from the project/activity.

| See the included documents which covers that information, as well as projected economic impact. |

4. Goals/Monitoring

Describe the goals of the project. Will the project result in an increase in overnight stays by visitors in Lakewood? If so, how will this increase be tracked and monitored? How will an increase in the sale of goods and services as a result of the project be measured? What other short or long-term economic benefits will occur and how will that be tracked? Why do you believe those project/activity outcomes are feasible?

Note - Applicants will be required to submit a post-funding report providing pertinent data evaluating tourism benefits resulting from the use of lodging tax funds as compared with the estimates contained in this application.

| The project will increase overnight stays as the teams from Bellingham, Spokane, Tri Cities, Yakima, Idaho, Alaska, and Oregon spend the night. Some teams from Vancouver do as well. Additionally, because the meet runs the majority of the day, a large number will stop to eat before they leave Lakewood to travel home. |

5. Estimate how the funds will increase the amount of people traveling to Lakewood to stay overnight in paid accommodations.

| The funds will go to increase the quality of the meet, and also pay for a volunteer organization to assist with parking using the new plan created with the Parks department and Lakewood Police Department. It will also cover the cost of sanitarians, awards, hospitality, and course marking and set up. The attached document shows the continued growth of the meet. The meet has grown because teams find it to be a well run, high quality meet that meets the needs of a wide variety of schools. |

6. Estimate how the funds will increase the amount of people traveling to Lakewood from more than 50 miles from their residences.

| The schools coming more than 50 miles are looking for "elite level" competition. As the meet has grown, this level has increased significantly. The funds requested will be used to help cover the additional demands created as the size and scope of the meet have increased. |

7. Estimate how the funds will increase the amount of people traveling to Lakewood from outside their state or country.

| There are limited opportunities for out of state teams to find high quality meets that meet their needs. Our meet provides a unique situation, where top teams can compete against “state level” competition outside of their region or classification. |

8. Funding Requirements

Due to funding constraints, partial funding may be recommended by the LTAC. If partial funding is received, how will that impact the project/activity? Please describe:

| Any funding is appreciated. Partial or full funding will only serve to help us, no matter what the amount is. |

9. Use of Funds

Provide detail on how the funds will be used. For example, \$20,000 of the funds will be used for marketing, \$5,000 for administration, \$10,000 for Consultants, etc.

| The funds received will be used to pay for a volunteer organization to assist with parking. Any additional funds will go to the coaches hospitality, one thing the meet is well known for, |

10. Project Budget (for non-capital projects). Do not include in-kind contributions.

<i>Income: A diversified funding base is important to the success of any project. Please list all other sources of funding for the project, both anticipated and confirmed and when that funding will be available to the project. Include your own funding, sponsorships, other grants, etc.</i>			
Funding Source: List all revenue sources anticipated for 2024. Do not include requested Lodging Tax Funds	Amount	Confirmed? Yes/No	Date Available
Entry fees	\$13000	yes	After the conclusion of the meet.
Food truck Fees	\$900	yes	After the conclusion of the meet.
Shirt sales	\$4000	yes	On the day of the meet
Community run	\$500	yes	On the day of the meet
	\$		
	\$		
	\$		
Expenses: Based on full funding, please list project costs. Note: Certain expenses may not be reimbursable, at the sole discretion of the City of Lakewood. You will only be reimbursed at the authorized rates. Insurance is not an eligible cost.			
	a. Lodging Tax Funds Requested *	b. Other Funds (Do not include "in-kind" dollars)	c. Total Project Cost **
Personnel (salaries & benefits)	\$	\$1500	\$1500
Administration (rent, utilities, postage, supplies, janitorial services, etc.)	\$6000		
Marketing/Promotion	\$	\$	\$
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	\$	\$	\$
Minor Equipment (computers, desks, etc.)	\$	\$	\$
Travel	\$	\$	\$
Contract Services Describe below	\$	\$	\$
Other Describe below	\$500	\$	\$
TOTAL COST	\$8500	\$	\$
Description for Direct Sales Activities, Contract Services, Travel and Others	Parking support cost as well as sanikans (2,500), hospitality, and course set up.		
In-Kind Contributions			

--	--

**Amount in column a "Lodging Tax Funds Requested" must match "Amount of Lodging Tax Funding Requested" under 1a of application. ** Amount in column c "Total Project Cost" must match "Total Project Cost" under 1a of application.*

11. Funding History

a. Was this project funded with Lakewood lodging tax funds in fiscal year 2023? ☐ Yes ☒ No

b. If you answered yes to 11a, how much funding did you receive in 2023? \$

c. If you answered no to 11a, what is the last year Lakewood funding was received and how much?

Year Amount awarded No previous funding ☐

11d. Indicate what efforts have been made to access funding from additional sources?

Our volunteers have been soliciting local business for in kind support. We have worked with Travel Tacoma which has funded the cost of our meet personnel.

12. Coordination and Collaboration

Please provide information about any other organizations or agencies involved in this project/activity. Describe their level of involvement. Describe how this project coordinates with other tourism promotion efforts or services in the area, including Chambers of Commerce, local festivals, local lodging and restaurants. You may attach up to three letters of support from these organizations.

13. Capital Projects Budget

Note: A capital project requires a proportional degree of city ownership in the facility. Therefore, capital projects where there is **no city ownership are not eligible** to receive funding.

Supporting the Capital Expenditures and/or Operation of City Tourism-Related Facilities

FUNDING/TIMELINE	Responsible Parties, Methods, Means	Begin (Dates or Periods)	End (Dates or Periods)	Amount Requested From Lodging Funds	Other Funds Committed or Proposed*	TOTALS
Design & Inspection				\$	\$	\$
Other Consultants				\$	\$	\$
Permits & Fees				\$	\$	\$
Land Acquisition				\$	\$	\$
Site Development & Landscape				\$	\$	\$
Buildings (New Construction)				\$	\$	\$
Building Renovations (Includes Access)				\$	\$	\$
Other (Specify) <i>Insurance is not an eligible cost.</i>				\$	\$	\$
TOTAL				\$	\$	\$

*If other funds are committed, please attach a letter of commitment from the funding source.

14. Certification

The applicant hereby certifies and confirms:

1. That it does not now nor will it during the performance of any contract resulting from this proposal unlawfully discriminate against any employee, applicant for employment, client, customer, or other person(s) by reason of race, ethnicity, color, religion, age, gender, national origin, or disability;
2. That it will abide by all relevant local, state, and federal laws and regulations;
3. That it has read and understands the information contained in this application for funding and is in compliance with the provisions thereof, and;
4. That the individual signing below has the authority to certify to these provisions for the applicant organization, and declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used for the purposes set forth herein.

Primary Signature:



8/21/23

PETER JOHNSON CLUB PRESIDENT
Printed Name & Title of Chief Administrator/Authorizing Official

8/21/23
Date

15. E-Verify Requirements for Contractors & Certification

By Ordinance, the City of Lakewood requires that all contractors who enter into agreements to provide services or products to the City use the Department of Homeland Security's E-Verify system when hiring new employees for the term of the contract.

E-Verify is an electronic system designed to verify the documentation of job applicants. It is run by the Department of Homeland Security.

Who is affected?

- All contractors doing business for the City of Lakewood.
 - There is no minimum dollar value for contracts affected.
- All subcontractors employed by the general contractor on these contracts.

Are there exceptions?

- Contracts for "Commercial-Off-The-Shelf" items are exempted from this requirement.
- Individuals, Companies, or other organizations that do not have employees.

How long must the contractor comply with the E-Verify system?

- For at least the term of the contract.

Are there other stipulations?

- E-Verify must be used ONLY for NEW HIRES during the term of the contract. It is NOT to be used for EXISTING EMPLOYEES.
- E-Verify must be used to verify the documentation of ANY new employee during the term of the contract, not just those directly or indirectly working on deliverables related to the City of Lakewood contract.

How will the City of Lakewood check for compliance?

- All contractors will retain a copy of the E-Verify Memorandum of Understanding that they execute with the Department of Homeland Security AND
- Sign and submit to the City an Affidavit of Compliance with their signed contract.
- All General Contractors will be required to have their subcontractors sign an Affidavit of Compliance and retain that Affidavit for 4 years after end of the contract.
- The City of Lakewood has the right to audit the Contractor's compliance with the E-Verify Ordinance.

Further information on E-Verify can be found at the following website: <https://www.e-verify.gov>

If you have questions about the City's E-Verify Ordinance, please contact the City of Lakewood's legal department prior to contracting with the City.

CITY OF LAKEWOOD

AFFIDAVIT OF COMPLIANCE WITH LAKEWOOD MUNICIPAL CODE 1.42
"E-VERIFY"

As the person duly authorized to enter into such commitment for

LAKE CROSS COUNTRY BOOSTER CLUB

COMPANY OR ORGANIZATION NAME


I hereby certify that the Company or Organization named herein will

(Check one box below)

☐ Be in compliance with all of the requirements of City of Lakewood Municipal Code Chapter 1.42 for the duration of the contract entered into between the City of Lakewood and the Company or Organization.

- OR -

☒ Hire no employees for the term of the contract between the City and the Company or Organization.



Signature

PETER JOHNSON

Print Name and Title

8/21/23

Date

Budgeted Expense	Amount
Sanikans	(2,500.00)
Timer/scorekeeper	(800.00)
Parking crew	(500.00)
Volunteer shirts	(500.00)
Food for volunteers and coaches	(450.00)
Consumable Supplies	(300.00)
Meet officials	(700.00)
Shirt screening	(750.00)
Awards	(2,000.00)
Total Booster event expenses	(8,500.00)

Fort Steilacoom Invitational

From a small local meet to a destination event.



September 16, 2023

Fort Steilacoom Park

Lakewood, Washington

A History of Growth and Improvement

- 1998 Inaugural Fort Steilacoom Invitational Meet.
 - 15 teams with 350 Participants
- 1999 Second Fort Steilacoom Invitational
 - Participation increased to over 20 teams.
- 2000 Third Fort Steilacoom Invitational
 - Participation increased again. Minor course change to accommodate increased number of participants.
- 2001 Fourth Fort Steilacoom Invitational
 - Participation increased again.
 - Brooks joined the meet, providing t-shirts for volunteers and an informational display. *Brooks has remained a supporter with the Fort Steilacoom Invitational being the only high school event they support in Washington.
 - South Sound Running provided race numbers and random prizes.
 - A youth race was added for students in middle school and below. This was at the request of district PE teachers and coaches as well as other area coaches.
- 2002 Fifth Fort Steilacoom Invitational
 - Participation increased to over 30 teams.
- 2003 Sixth Fort Steilacoom Invitational
 - Participation increased to over 35 teams.
 - Additional race divisions were added to accommodate the increased number of [participants].
- 2004 Seventh Fort Steilacoom Invitational
 - Participation increased to over 40 teams.
 - Meet management worked with Parks staff to accommodate the construction of soccer fields and the meadows area in the Park.
- 2005 Eighth Fort Steilacoom Invitational
 - Participation increased to over 45 teams.
 - Course was changed due to construction of the off leash dog park. Negotiations with the city resulted in increased parks department support and a pledge to protect the new course. The course also became the standard course for all high school meets in the park.
- 2006 Ninth Fort Steilacoom Invitational
 - Participation increased to over 50 teams.
- 2007 Tenth Fort Steilacoom Invitational
 - Participation increased for the tenth straight year.
- 2008 Eleventh Fort Steilacoom Invitational
 - Participation increased to over 55 teams.
 - Several middle school and junior high “teams” competed in the youth race.
- 2009 Twelfth Fort Steilacoom Invitational
 - Participation increased again
- 2010 Thirteenth Fort Steilacoom Invitational
 - Youth running clubs started entering the youth race, coming from as far away as Seattle and Issaquah.
- 2011 Fourteenth Fort Steilacoom Invitational

Economic Impact

Fergus Hyke <fergus@traveltacoma.com>

Mon, Sep 20, 2021, 12:36 PM

Good morning Joe,

It is now Monday morning, and the “storm” has passed regarding not just the weather, but some of the initial reactions to the cancellation of one of the most impactful South Sound sporting events – the Ft. Steilacoom Invitational (FSI). I was caught off-guard to learn of this event cancellation through a social media post this past week. I appreciate your time speaking with me a few days ago as you and your team were working through the details as to how this event was canceled. I’m sending this email in hope that it helps you – and anyone else that may read this – to understand the methodical and data-centric way Travel Tacoma – Mt. Rainier Tourism & Sports evaluates the viability of events and the potential economic impact an event such as the FSI has on the City of Lakewood and the surrounding businesses.

I apologize that this email will be a little lengthy, but I know this event deserves the attention.

Everyone knows that tangible, visceral feeling of pride and school spirit that the FSI brings every single year that it has executed. I have witnessed this with my own eyes, and felt it through personal on-site observations. In short – it’s an AMAZING event. However, in our analysis of events, we set aside qualitative measures of impact to focus on the quantitative.

To understand how the 2021 FSI economic results “could look,” it’s crucial to understand the process that this and every event we work with is evaluated. For years we have tracked the participant data – including zip code data – to get a better understanding of where folks were coming from, which leads to a more nuanced and detailed understanding of an event’s economic impact. Using some basic sets of data such as per-diem spending and average hotel room night costs within an area during a certain time of year, we’ve been able to develop a reliable picture of what an event brings to a community. But that’s just where it starts.

We continue to gather more detailed and event-specific metrics to show the most accurate and up-to-date results of any event we evaluate. That is why we have incorporated the latest evaluation tool – the Destinations International Economic Impact Calculator (DIEIC) – to evaluate every event (sports and non-sports) as part of our standard procedure for deciding which events to pursue. It gives us the ability to rather accurately “forecast” the economic impact of an event, and then evaluate the event post-execution. We enter data – such as percentage of overnight travelers, amateur versus professional, elimination versus non-elimination tournament, etc., into the calculator to reveal likely results. This calculator was developed and honed within our tourism industry after many years of testing and inputting the results of thousands

Potential Direct Economic Impact Dollars: \$871,758
Potential Total Economic Impact Dollars: \$1,253,652

It is unfortunate that so many runners missed what could have been another great Invitational – some of whom were seniors who will never be able to experience the FSI again, which is both a qualitative and quantitative loss. It's also worth noting that an annual event that misses years also loses traction and mind-share by virtue of not being part of teams' and individuals' regular annual race calendars. Even though this can be said of other races, the FSI will remain one of Washington's premier cross-country races.

On a business note, if one were to use deductive reasoning, it can be argued that the cancellation of the 2021 Ft. Steilacoom Invitational resulted in a loss of \$500K - \$1 Million in economic impact to the City of Lakewood and South Sound businesses – which is still using the conservative side of forecasted attendance.

Joe, I appreciate your continued work for the benefit of our youth, and your continued partnership. I'm happy to discuss this email with you for further clarification, comments and questions.

FERGUS HYKE | DIRECTOR OF SPORTS DEVELOPMENT

TRAVEL STYLE: With Friends & Family

253.284.3270 traveltacoma.com | [linkedin](#)

Tacoma | Mt Rainier | Crystal Mountain | Lakewood | Puyallup | Sumner | Fife | Gig Harbor | DuPont

Lakes Cross-Country
Booster Club

Board of Directors
March 2023

President

Peter Johnson

Vice President

Dan Weldon

Secretary

Ryan Mickey

Treasurer

Richard Trevino

At Large Position #1

Eric Drummond

At Large Position #2

Seth Bridges

At Large Position #3

Ernie Dittmann

At Large Position #4

Kate Evarts

At Large Position #5

Jeremy Evarts

Coach (advisory position only)

Joe Clark

4405 North 19th St. Tacoma, WA 98406

(Home) 253 752-1944 (Work) 583-5320 x 3221 (cell) 253 844-7343

E-mail: (work) jclark@cloverpark.k12.wa.us (Home) jclark553@gmail.com

LAKES XC BOOSTER CLUB

ANNUAL BOARD MEETING MINUTES – March 2nd, 2023

Board Attendees:

1. President – Eric Drummond, Present
2. Vice President – Dan Weldon, Present
3. Treasurer – Richard Trevino, Present
4. Secretary – Ryan Mickey, Absent for personal reasons – Birthday

Members-at-Large:

1. Seth Bridges, Present
2. Jody Pope, Absent

Guests:

1. Coach Joe Clark
2. Coach Wayne Bridges
3. Mr. Ernie Dittman

-
- I. Meeting called to order at 7:09pm, by Board President, Eric Drummond
 - II. Board Business:
 - a. Ratify New By-Laws: Updated By-Laws were needed to improve board member voting procedures.
 - i. Motion to accept new By-Laws – Dan Weldon, VP
 - ii. Motion seconded – Seth Bridges, MaL
 - b. Budget Report – Richard Trevino, Treasurer
 - i. Current Account Balance - \$4,413.00
 - ii. No outstanding debits or bills
 - iii. Taxes are due in April 2023
 - c. Review Annual Schedule – Presented by Coach Clark
 - i. Ft. Steilacoom Invite will be held on September 16th, 2023
 - ii. Sponsors
 1. Brooks has new leadership who has not been as responsive.
 2. Brooks may not donate Ft. Steilacoom Invite Shirts, so an alternate donor should be sought, in case this happens, since it was a good source of funds
 - iii. School District Board: Continued efforts to advise and educate the board on the booster activities, especially regarding the Ft. Steilacoom Invite will continue to mitigate any issues.
 - d. Lakes XC Facebook page
 - i. The club is seeking new admin's and assistance to improve the page
 - ii. Mr. Ernie Dittman will collaborate with his wife and the Evarts Family (Kate & Jeremy) to see how they can support and potentially take over running the page.
 - e. Board Election and Actions:
 - i. Peter Johnson petitioned to be Board President, due to Eric Drummond announcing he would vacate the position.
 1. Motion to accept Peter's petition – Dan Weldon, VP
 2. Motion seconded – Seth Bridges
 3. Board members present for vote were unanimous.
 - a. President, Eric Drummond – Yes
 - b. Vice President, Dan Weldon – Yes
 - c. Treasurer, Richard Trevino – Yes

- ii. Motion to expand Members-at-Large positions from three (3) to five (5) was made by President, Eric Drummond and seconded by Vice President, Dan Weldon
 - iii. Ernie Dittman petitioned to become a Member-at-Large, which was unanimously accepted by the present board members
 - 1. President, Eric Drummond – Yes
 - 2. Vice President, Dan Weldon – Yes
 - 3. Treasurer, Richard Trevino – Yes
 - iv. Eric Drummond petitioned to become a Member-at-Large, which was unanimously accepted by the present board members
 - 1. President, Eric Drummond – Yes
 - 2. Vice President, Dan Weldon – Yes
 - 3. Treasurer, Richard Trevino – Yes
- III. Motion to adjourn the board meeting was made by President, Eric Drummond and seconded by Vice President, Dan Weldon. The Lakes XC Booster Club annual board meeting was officially adjourned at 7:42pm.



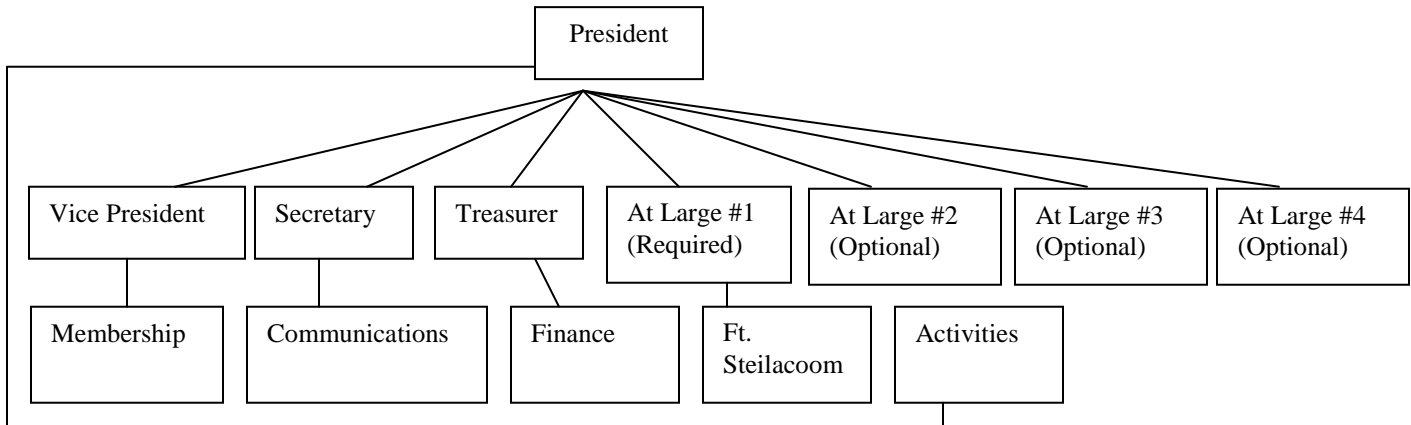
1. The name of the corporation shall be “Lakes Cross Country Booster Club” and the principal place of business shall be in Pierce County. The corporation is organized and operated exclusively for charitable purposes within the meaning of section 501 (c) (3) of the Internal Revenue Code.
2. Membership in this corporation shall be open, but not limited to parents of students on the Lakes High School Cross Country team, graduates of Lakes High School, and other concerned citizens of the Lakewood community and Clover Park School District.
 - a. An individual will be considered in good standing and thus eligible to vote on any motion put before the general membership at any meeting upon payment of annual dues as may be determined by the board of directors of the corporation.
 - b. Each individual member of this corporation shall be entitled to one vote on any motion or in connection with any other business, which may be brought before the general membership.
3. The operations and activities of this organization will be coordinated by a board of directors consisting of not less than 5 and no more than 11 members in good standing of the corporation.
 - a. Membership of the board of directors shall consist of the elected officers of the corporation and at least three but not more than 6 members at large of the corporation.
 - b. Each “at large” board member shall be elected for a one (1) year term at the last general meeting of the academic year for Lakes High School.
 - c. If a vacancy should occur on the board of directors due to the inability of a board member to complete his or her term, such a vacancy shall be filled by the affirmative vote of a majority of the remaining directors. Any individual so elected will serve for the remainder of the term of his or her predecessor in that position.
4. Elected officers of the corporation shall be:
 - a. President
 - b. Vice President
 - c. Secretary
 - d. Treasurer
5. Each of the offices shall be elected at the last general membership meeting of the academic year for Lakes High School to service a one (1) year term.
6. Duties of the elected officers shall be:
 - a. President: To preside over all general meetings of the Board of Directors, and to appoint the chairmen of any committees deemed necessary or advisable by the Board of Directors; to chair the activities committee.
 - b. Vice President: To assume the duties of the President in the absence of the President; to chair the membership committee.

- c. Secretary: To record the minutes of all general meetings of the corporation, and of all the meetings of the Board of Directors, and to maintain a permanent file of all such recordings; to chair the communications committee.
 - d. Treasurer: To maintain the financial records of the corporation and make periodic reports of the financial status of the corporation to the other officers of the corporation and to the Board of Directors; to chair the finance committee.
 - i. The Treasurer will be the responsible for signing any checks issued by the corporation.
7. No individual shall hold any one office more than two (2) consecutive terms, or any combination of offices for more than four (4) consecutive years.
 8. The corporation shall maintain several standing committees. The Board of Directors at the final meeting during the academic year will determine these. Standing committees for the year 2002-03 will be as follows:
 - a. Finance: Will be responsible for the development of the annual budget for the corporation based on the anticipated revenues and financial needs of the Lakes High School Cross Country Teams. The chairman of this committee shall be the elected Treasurer of the corporation.
 - i. The finance committee must approve all expenses. Any expenses in excess of \$100 must be approved by a majority vote of the Board of Directors. A written record of such decisions will be maintained as part of the financial records.
 - b. Membership: Will be responsible for developing the maximum possible membership in the corporation, and for maintaining current membership rolls to be made available to the Board of Directors and to other officers of the corporation.
 - c. Communications: Will be responsible for the publication of events and activities involving the corporation as deemed necessary or advisable by the Board of Directors.
 - d. Activities: Will be responsible for the coordination of various activities, fund raising, social and business pertaining to the corporation. May include the development of new activities and the feasibility study of any suggested activities with reports of results to the Board of Directors.
 - e. Fort Steilacoom Invitational: Will be responsible for the coordination and planning of the Fort Steilacoom Invitational.
 9. Special committees may be formed at any time for whatever need may arise, on approval of a majority vote of the board of directors.
 10. A quorum of the Board of Directors, which will be necessary for any official action or approval, will be 60% of the current board membership.
 11. A quorum of the general membership will consist of 51% of the members in good standing.
 12. The Board of Directors shall establish rules for the meetings of the Board of Directors, general membership meetings, and committee meetings.
 13. Changes in the by-laws may be recommended by any member in good standing, and must be approved by a majority vote of the Board of Directors, and a majority vote of a quorum of the general membership of the corporation.
 14. Additional rules and regulations may be adopted at any time as needed by a majority vote of a quorum of the Board of Directors.
 15. Meetings will be held quarterly. Additional meetings may be added pending majority approval of the Board of Directors. Meeting dates and locations for the succeeding year will be determined at the final meeting of the Board of Directors during the final meeting of the academic year.
 16. In the case of malfeasance by a member of the board of directors, the board member in question may be removed from the board by a vote of 60% of the board membership. If the President is removed for malfeasance, their position will be assumed by the vice president for the remainder of the term. The board of

directors will then appoint a new vice president. For any other officer that is removed for acts of malfeasance, the board of directors will appoint their replacement.

17. Upon winding up and dissolution of this corporation, after paying or adequately providing for the debts and obligations of the corporation, the remaining assets shall be distributed to the Lakes High School Associated Student Body Fund, which is organized and operated for educational purposes and has established its tax exempt status under section 501 (c) (3) of the internal revenue code.

Lakes Cross Country Booster Club Board of Directors and Committees



NW Christian (Lacey)	98516	15		
Bush (Tumwater)	98501	24		
Chehalis	98532	20		
Harrison	98944	11		
Marshall	98502	6		
Seattle Christian	98188	10		
Tenino	98589	6		
Washington	98501	6		
Auburn Mountainview	98092-3101	26		
Auburn Riverside	98092	40		
Bethel	98387	17		
Bonney Lake	98391	29		
Bothell	98011	49		
Bush	98112	38		
Camas	98607	82		
Capital	98502-4590	43		
Cascade Christian	98372	8		
Central Kitsap	98383	52		
Charles Wright Academy	98467-2099	7		
Clover Park	98499	25		
Covenant	98465	17		
Curtis	98466	60		
Eisenhower	98908	30		
Evergreen (Seattle)	98146	13		
Evergreen (Vancouver)	98684	16		
Fife	98424	20		
Foster	98168	20		
Garfield	98122	66		
Henry Jackson	98012	76		

Highline	98148	8		
Hoquiam	98550	6		
Ingraham	98133	75		
Kelso	98626	30		
Kennedy Catholic	98168	27		
Kentlake	98042	25		
Kentridge	98031	56		
Lake Washington	98033	30		
Lakes	98498	42		
Liberty (Issaquah)	98059	37		
Life Christian Academy	98405	4		
Lincoln (Seattle)	98103	82		
Lincoln (Tacoma)	98418	9		
Lindbergh	98058	22		
Mead	99218	16		
Mt Rainier	98198	41		
Mt Si	98065	85		
Mt Tahoma	98409	3		
North Beach	98569	5		
North Thurston	98506	41		
NW Christian (Lacey)	98516	8		
Olympia	98501	84		
Orting	98360	20		
Peninsula	98332	42		
Puyallup	98371	37		
Rainier (WA)	98576	10		
Rainier Beach	98118	2		
Renton	98057	10		
River Ridge	98513	25		
Rochester	98579	10		
Seattle Academy	98122	31		

Seattle Christian	98188	7		
Sehome	98225	43		
Silas	98406	24		
Sound Christian Academy	98409	4		
Spanaway Lake	98387	18		
Stadium	98403	27		
Steilacoom	98388	42		
Sumner	98390	29		
Sunnyside	98944	32		
Tahoma	98038	87		
Tenino	98589	6		
Tigard	97224	39		
Timberline	98503	46		
Todd Beamer	98003	10		
Tumwater	98501	27		
Tyee	98188	1		
Vashon Island	98070	12		
W F West	98532	10		
Washington	98444	27		
West Point Grey	V6R4P9	41		
West Valley (Yakima)	98908	24		
Wilsonville	97070	34		
Woodinville	98072	41		
Yelm	98597	43		
Barron Park Striders	98501	15		
Cascade Striders	98034	23		
Federal Way Track	98001	22		
King Cobras Athletic Club	98327	30		
Oiselle Running	98105	3		

Sonic Boom Running	98327	22		
South Hill Running	98373	19		
Sun City	98908	3		
Valley Flash	99218	0		

7. APPLICATION FOR FISCAL YEAR 2024 LTAC GRANT FUNDING

1a. Project Information

Project Name: LAKEWOOD HISTORICAL SOCIETY & MUSEUM

Amount of Lodging Tax Funding Requested: \$ 39,500
(Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")

Total Project Cost: \$ 58,000
(Total Project Amount must match Project Budget column c "Total Project Cost")

1b. Applicant Organization

Name of Applicant Organization: LAKEWOOD HISTORICAL SOCIETY & MUSEUM

Mailing Address: P. O. BOX 98014, LAKEWOOD WA 98496

Tax ID Number: 91-19311462

Organization Unified Business Identifier (UBI) 601 967 631
UBI Expiration Date: 31 OCTOBER 2023

Type of Organization: NON-PROFIT 501(c)(3)
(Non-profit, For-profit, Municipality, Private business, etc.)

1c. Contact:

Name: Edward Voie

Title: President

Telephone: 253-255-7904

Email: edvoie@hotmail.com

Signature:  _____

The signatory declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used only for the purposes set forth herein, and verifies that all the information contained in this application is valid and true to the best of his/her knowledge.

2. Project Description

- a Event Date(s): On-going, January thru December 2024
- b Event Location: The Lakewood History Museum in the Lakewood Colonial Center and various other locations within the Lakewood Community.
- c If there is a charge or fee for this activity, please describe how much and why.
No fees are charge for Lakewood Historical Society programs, nor for visitors to the History Museum. Goodwill donations are accepted and always appreciated.
- d Please provide a detailed, yet concise **scope of work (mandatory)** and/or proposed project/activity. Include information on the area the project will serve, its expected impact and list the responsible party(s).

The Lakewood Historical Society was founded in 1998 and opened the Lakewood History Museum to the public in October 2006. In September 2019, the History Museum moved to a new location in space previously occupied by the Terrace Restaurant and the lobby of the Lakewood Theater in the historic Lakewood Colonial Center. This location has greatly increased our exhibit space and enabled us to display items that have been in storage. This project and funding request is to provide funds that will continue to help support the operations, programs, special events, tourism promotion, activities and marketing related to the Lakewood Historical Society and History Museum. The Board of Directors hold the responsibility for the management of this facility, with the President and Executive Officers providing primary directions, assisted by other Board members and member volunteers.

This project is a year-round activity with the timelines being the same as the Society's fiscal year, January 1 thru December 31, 2023. The Museum is currently open Fridays and Saturdays from noon to 4 p.m. There is no admission charge for visitors with goodwill donations gratefully accepted.

The Lakewood Historical Society goals include the strategic development and management of the History Museum, i.e. to collect, preserve, display and interpret Lakewood's rich history. The Society intends for the Museum to be a "tourist related" regional destination while meeting the needs of the local community through educational and historic exhibits, programs and events, to place an emphasis on marketing and tourism promotion and to partner with other nearby museums and tourist attractions such as Lakewold Gardens, Historic Fort Steilacoom, Lewis Army Museum and the DuPont Museum to broaden visitor experiences that will encourage overnight stays at local hotels and motels.

The Society Marketing Plan for tourism promotion is enclosed. Lodging Tax Funds used for Society and History Museum marketing increased awareness in the regional community and beyond which in turn encourages visitors and tours plus help develop contact with potential new Society members. Society promotional materials such as brochures, website, signage, historic markers and advertising all help to promote tourism and attract visitors to the museum and to Lakewood.

3. Beneficiaries

Please list and provide specific information regarding all individuals, businesses, areas, or organizations that will directly benefit from the project/activity.

The City of Lakewood and the community at large receive a substantial benefit by having a local facility for the collection, preservation, interpretation and display of documents, photos and other archival records and artifacts of historical significance. The Lakewood History Museum provides a place for donations to be incorporated into exhibits that provide a reflection of Lakewood's past.

Lakewood businesses will benefit from visitors to Lakewood and the Museum including motels, hotels, restaurants, Lakewood Towne Center stores and other area retail outlets.

Other tourist venue and nearby historical sites will benefit from referrals, i.e., Lakewood Gardens, Fort Steilacoom Park, Historic Fort Steilacoom Museum, Lewis Army Museum on Joint Base Lewis-McChord, DuPont History Museum, and Steilacoom's History Museum and Tribal Museum. The Lakewood Chamber of Commerce Visitor Information Center benefits from referrals for information about Lakewood and the surrounding area and, in turn, the Lakewood Historical Society and Museum benefits from a close working relationship with the Chamber.

4. Goals/Monitoring

Describe the goals of the project. Will the project result in an increase in overnight stays by visitors in Lakewood? If so, how will this increase be tracked and monitored? How will an increase in the sale of goods and services as a result of the project be measured? What other short or long-term economic benefits will occur and how will that be tracked? Why do you believe those project/activity outcomes are feasible?

Note - Applicants will be required to submit a post-funding report providing pertinent data evaluating tourism benefits resulting from the use of lodging tax funds as compared with the estimates contained in this application.

Goals: Sustain a local history museum that will continue to display and preserve the story of Lakewood's rich history through exhibits showing items of historic significance that reflect the purpose, mission and charter of the Lakewood Historical Society. Continue to explore ways to collaborate with other organizations in marketing endeavors to promote tourism throughout the City of Lakewood and the community. Participate in community events and activities aimed at generating and increasing overnight stays in Lakewood lodging facilities.

Monitoring: The Historical Society uses a guest register in the Museum to record visitor information including whether or not they are from out of town and/or overnight visitors. In addition to the Museum statistics, participant counts are conducted for Society programs, outreach, tours, educational activities and special events.

5. Estimate how the funds will increase the amount of people traveling to Lakewood to stay overnight in paid accommodations.

Various avenues of marketing, advertising and promotion will be used to encourage people to visit Lakewood, including, but not limited to, advertising of the History Museum special events, educational programs of historical interest plus exhibits and displays in the Museum. Examples of advertising outlets that will be used include printed materials such as the News Tribune, The Ranger and other local newspapers, advertising in the Lakewood Connections magazine, the Lakewood Chamber of Commerce "eblasts", the SubTimes "on line" daily newspaper, highway and City signage directing travelers to the Museum

6. Estimate how the funds will increase the amount of people traveling to Lakewood from more than 50 miles from their residences.

The Society operates the Lakewood History Museum as a "tourist related" regional destination while meeting the needs of the local community through displays, exhibits, educational programs and special events. Marketing of the Society and Museum plus tourism promotion while partnering with other nearby museums and tourist attractions will promote increased visitors to Lakewood and will encourage overnight stays at local hotels/motels.

Some of the marketing, advertising and promotions used to attract out of town visitors to the Museum and the Lakewood area include:

- the Society website available at www.lakewoodhistorical.org and our Facebook page along with digital and social media
- press and broadcast media including the Society quarterly newsletter
- promotional materials such as the Society brochure, flyers and special advertisements
- publicity and promotion thru the Lakewood Chamber of Commerce
- partnership with the Heritage League of Pierce County and the Washington Museum Association
- creation of tourist-related special events and special interest movie nights shown free to the public.

7. Estimate how the funds will increase the amount of people traveling to Lakewood from outside their state or country.

The majority of visitors to the Lakewood History Museum are from the local community and surrounding area to include the rotating population of Joint Base Lewis-McChord with additional visitors from out of town who learn of the Museum through Society marketing, advertising and promotions, society programs and special events as well as from family and friends along with visiting guests from China, Japan and Denmark. Experience has shown that marketing special events has attracted people from other cities, mainly Seattle, Portland, Puyallup and Tacoma. The highway signs along I-5 at Bridgeport Way S.W. have attracted some out of state visitors, so it is working. This experience is expected to continue in 2024.

8. Funding Requirements

Due to funding constraints, partial funding may be recommended by the LTAC. If partial funding is received, how will that impact the project/activity? Please describe:

If partial funding is necessary, all programs and activities would be reduced proportionally, except for fixed costs of administration, museum maintenance and lease payments, etc, which must be paid each month.

Reductions would have to be made in marketing, graphic design services, advertising and promotion, management consultant services, and educational opportunities.

9. Use of Funds

Provide detail on how the funds will be used. For example, \$20,000 of the funds will be used for marketing, \$5,000 for administration, \$10,000 for Consultants, etc.

\$ 8,000 – Marketing, Promotion, Advertising, Quarterly Newsletter and Graphic Design Services

\$16,000 – Administration including Museum lease payments, utilities, supplies, etc.

\$ 9,500 – Museum development, exhibits, displays and acquisitions

\$ 1,000 – Minor equipment (computers, etc.)

\$ 5,000 – Updating and digitizing the Museum historic collections and management plan

\$39,500

10. Project Budget (for non-capital projects). Do not include in-kind contributions.

Income: A diversified funding base is important to the success of any project. Please list all other sources of funding for the project, both anticipated and confirmed and when that funding will be available to the project. Include your own funding, sponsorships, other grants, etc.

Funding Source: List all revenue sources anticipated for 2024. Do not include requested Lodging Tax Funds	Amount	Confirmed? Yes/No	Date Available
Public/Private Foundation Grant	\$5,000	No	Jan-Dec
Museum Fund Drive, Contributions & Gifts, Fund Raisers and Other Events	\$5,000	No	Jan-Dec
Programs, Special Events & Activities	\$ 250	No	Various
Membership Dues	\$2,500	No	Various
Business Sponsorships	\$ 200	No	Mar-Dec
Visitor & Program Donations & Memorial Gifts	\$2,500	No	Jan-Dec
Beginning Cash on Hand (as of 1/1/23)	\$23,557	Yes	Jan

Expenses: Based on full funding, please list project costs.

Note: Certain expenses may not be reimbursable, at the sole discretion of the City of Lakewood.

You will only be reimbursed at the authorized rates. Insurance is not an eligible cost.

	a Lodging Tax Funds Requested *	b Other Funds (Do not include "in-kind" dollars)	c Total Project Cost **
Personnel (salaries & benefits)	\$ None	\$ None	\$ None
Administration (rent, utilities, postage, supplies, janitorial services, etc.)	\$16,000	\$10,500	\$26,500
Marketing/Promotion	\$ 8,000	\$ 2,000	\$ 10,000
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	\$ None	\$ None	\$ None
Minor Equipment (computers, desks, etc.)	\$ 1,000	\$ 0	\$ 1,000
Travel	\$ None	\$ None	\$ None
Contract Services Describe below	\$10,000	\$ 3,000	\$13,000
Other Describe below	\$ 4,500	\$ 3,000	\$ 7,500
TOTAL COST	\$39,500	\$ 18,500	\$58,000 \$18,900 ending cash \$76,900
Description for Direct Sales Activities, Contract Services, Travel and Others	Contract Consulting Services – professional museum mgmt & support Special Fund Raising Events & Programs Museum Development Exhibits, Displays and Acquisitions		
In-Kind Contributions			

--	--

**Amount in column a "Lodging Tax Funds Requested" must match "Amount of Lodging Tax Funding Requested" under 1a of application. ** Amount in column c "Total Project Cost" must match "Total Project Cost" under 1a of application.*

11. Funding History

a. Was this project funded with Lakewood lodging tax funds in fiscal year 2023? ☒ Yes ☐ No

b. If you answered yes to 11a, how much funding did you receive in 2023? \$ 32,500

c. If you answered no to 11a, what is the last year Lakewood funding was received and how much?

Year Amount awarded

No previous funding

11d. Indicate what efforts have been made to access funding from additional sources?

The Society Museum Fund Raising Program is done on an annual basis and will continue. Requests will be made to the Nisqually Tribe Foundation and other associations.

12. Coordination and Collaboration

Please provide information about any other organizations or agencies involved in this project/activity. Describe their level of involvement. Describe how this project coordinates with other tourism promotion efforts or services in the area, including Chambers of Commerce, local festivals, local lodging and restaurants. You may attach up to three letters of support from these organizations.

The Lakewood Historical Society and Museum has built collaborations with the City of Lakewood, The Lakewood Chamber of Commerce, Pierce County Libraries, The Heritage League of Pierce County, the Tacoma Historical Society, the DuPont Historical Society, Steilacoom Historical Museum Association, and Lakewold Gardens along with other local businesses and organizations.

In previous years, the Lakewood Historical Society has participated in the annual Lakewood SummerFest, and the Lakewood Street Fairs on Motor Avenue. We hope to continue these events in 2024 along with Chamber of Commerce events.

13. Capital Projects Budget

*Note: A capital project requires a proportional degree of city ownership in the facility. Therefore, capital projects where there is **no city ownership are not eligible** to receive funding.*

Supporting the Capital Expenditures and/or Operation of City Tourism-Related Facilities

FUNDING/TIMELINE	Responsible Parties, Methods, Means	Begin (Dates or Periods)	End (Dates or Periods)	Amount Requested From Lodging Funds	Other Funds Committed or Proposed*	TOTALS
Design & Inspection				\$	\$	\$
Other Consultants				\$	\$	\$
Permits & Fees				\$	\$	\$
Land Acquisition				\$	\$	\$
Site Development & Landscape				\$	\$	\$
Buildings (New Construction)				\$	\$	\$
Building Renovations (Includes Access)				\$	\$	\$
Other (Specify) <i>Insurance is not an eligible cost.</i>				\$	\$	\$
TOTAL				\$	\$	\$

*If other funds are committed, please attach a letter of commitment from the funding source.

14. Certification

The applicant hereby certifies and confirms:

- 1 That it does not now nor will it during the performance of any contract resulting from this proposal unlawfully discriminate against any employee, applicant for employment, client, customer, or other person(s) by reason of race, ethnicity, color, religion, age, gender, national origin, or disability;
- 2 That it will abide by all relevant local, state, and federal laws and regulations;
- 3 That it has read and understands the information contained in this application for funding and is in compliance with the provisions thereof, and;
- 4 That the individual signing below has the authority to certify to these provisions for the applicant organization, and declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used for the purposes set forth herein.

Primary Signature:



EDWARD VOIE, PRESIDENT

Printed Name & Title of Chief Administrator/Authorizing Official

Date 08-21-2023

15. E-Verify Requirements for Contractors & Certification

By Ordinance, the City of Lakewood requires that all contractors who enter into agreements to provide services or products to the City use the Department of Homeland Security's E-Verify system when hiring new employees for the term of the contract.

E-Verify is an electronic system designed to verify the documentation of job applicants. It is run by the Department of Homeland Security.

Who is affected?

- All contractors doing business for the City of Lakewood.
 - There is no minimum dollar value for contracts affected.
- All subcontractors employed by the general contractor on these contracts.

Are there exceptions?

- Contracts for "Commercial-Off-The-Shelf" items are exempted from this requirement.
- Individuals, Companies, or other organizations that do not have employees.

How long must the contractor comply with the E-Verify system?

- For at least the term of the contract.

Are there other stipulations?

- E-Verify must be used ONLY for NEW HIRES during the term of the contract. It is NOT to be used for EXISTING EMPLOYEES.
- E-Verify must be used to verify the documentation of ANY new employee during the term of the contract, not just those directly or indirectly working on deliverables related to the City of Lakewood contract.

How will the City of Lakewood check for compliance?

- All contractors will retain a copy of the E-Verify Memorandum of Understanding that they execute with the Department of Homeland Security AND
- Sign and submit to the City an Affidavit of Compliance with their signed contract.
- All General Contractors will be required to have their subcontractors sign an Affidavit of Compliance and retain that Affidavit for 4 years after end of the contract.
- The City of Lakewood has the right to audit the Contractor's compliance with the E-Verify Ordinance.

Further information on E-Verify can be found at the following website: <https://www.e-verify.gov>

If you have questions about the City's E-Verify Ordinance, please contact the City of Lakewood's legal department prior to contracting with the City.

CITY OF LAKEWOOD

AFFIDAVIT OF COMPLIANCE WITH LAKEWOOD MUNICIPAL CODE 1.42
"E-VERIFY"

As the person duly authorized to enter into such commitment for

__ LAKEWOOD HISTORICAL SOCIETY AND MUSEUM

COMPANY OR ORGANIZATION NAME

I hereby certify that the Company or Organization named herein will

(Check one box below)

☒ Be in compliance with all of the requirements of City of Lakewood Municipal Code Chapter 1.42 for the duration of the contract entered into between the City of Lakewood and the Company or Organization.

- OR -

☐ Hire no employees for the term of the contract between the City and the Company or Organization.

Signature

EDWARD VOIE, PRESIDENT

Print Name and Title

Date

08-21-2023

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

NOV 06 2006

Date:

LAKEWOOD HISTORICAL SOCIETY
C/O GARY FOWLER
PO BOX 98014
LAKEWOOD, WA 98499-8014

Employer Identification Number:
91-1931462

DLN:

17053290049026

Contact Person:

RENEE RAILY NORTON

ID# 31172

Contact Telephone Number:
(877) 829-5500

Accounting Period Ending:
DECEMBER 31

Public Charity Status:
170(b)(1)(A)(vi)

Form 990 Required:
YES

Effective Date of Exemption:
OCTOBER 15, 1998

Contribution Deductibility:
YES

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. We determined that you are a public charity under the Code section(s) listed in the heading of this letter.

Please see enclosed Information for Exempt Organizations Under Section 501(c)(3) for some helpful information about your responsibilities as an exempt organization.

Sincerely,



Lois G. Lerner
Director, Exempt Organizations
Rulings and Agreements

Enclosures: Information for Organizations Exempt Under Section 501(c)(3)

Letter 947 (DO/CG)

LAKEWOOD HISTORICAL SOCIETY & HISTORY MUSEUM

2024 MARKETING PLAN & KEY OBJECTIVES

The Museum Marketing Committee will continue to coordinate strategies and activities with the City of Lakewood, Chamber of Commerce, Clover Park School District, JBLM, plus other museums including Lakewold Gardens and the Nisqually Tribe. All recommendations will be coordinated with the Society Board for review, input and approval. The museum's location across from the Best Western Lakewood Motor Inn offers excellent cross-marketing opportunities. The modernization and planned activities on the Colonial Plaza will also be a valued asset.

The Society is continuing to go "ALL IN" to upgrade the museum's larger location to include enhanced exhibits. This location provides more exhibit space, to include added space for historical programs, meetings and film events designed to increase visitor participation.

- Website: Review and provide timely updates to the website highlighting Society programs and activities, reports and photos of recent programs and special events, current museum exhibits, past issues of the newsletter, and articles of interest. The website is available at www.lakewoodhistorical.org.

- Press and Media. Continue cultivation of relationships with print media, local news and online outlets. Submit short factoids on a planned basis throughout the year. Seek opportunities to submit items of interest to a broader regional press and specialized publications. Prepare and publish the newsletter on a quarterly basis highlighting Society activities and articles of historical and educational interest.

- Promotional Materials. Distribute Society brochures, flyers and newsletters in the Museum, at City Hall, Lakewood Chamber of Commerce, and at community events. Museum will continue the "*Proud Supporter*" membership-marketing fund raising campaign, plus "If you can't come to us, we will come to you" outreach program.

- Board Ambassador Program. Continue outreach to promote the Historical Society and Museum to the community, civic and service organizations, fostering collaborations and mutual support. Continue to participate in community events and activities sponsored by the City, the Chamber and other organizations.

- Highway Signs. Renew the lease with the State of Washington for highway signage directing traffic to the Museum. Maintain the directional signs already in place within the City.

- Outreach. Continue a film and museum tour program for local residents and hotel guests. Work to initiate a Nisqually Tribe early history program and exhibit. Initiate interactive historical programs for children in coordination with local schools. Additionally, successfully launched our new "you got books, we want them" program that re-purposes used hardbacks and paperback books for museum donation as well as increasing traffic flow.

LAKEWOOD HISTORICAL SOCIETY
BALANCE SHEET
AUGUST 19, 2023

INCOME FROM OPERATIONS:

LODGING TAX GRANT	\$32,500.00
MEMBERSHIPS/DONATIONS	<u>5,175.00</u>
	\$37,675.00

OPERATING EXPENSES:

RENT	\$14,400.00
ADVERTISING/MARKETING	3,044.92
INSURANCE	1,946.00
MUSEUM CONSULTANT/DESIGNER	1,909.60
GENERAL & ADMINISTRATION	<u>2,387.89</u>
	\$21,300.52



**STATE OF WASHINGTON
SECRETARY OF STATE**

**ARTICLES OF AMENDMENT
WASHINGTON
NONPROFIT CORPORATION**

(Per Chapter 24.03 RCW)

• Please PRINT or TYPE in black ink
• Sign, date and return original AND ONE COPY to:
CORPORATIONS DIVISION
801 CAPITOL WAY SOUTH • PO BOX 40234
OLYMPIA, WA 98504-0234

FILED
SECRETARY OF STATE
SAM REED

OCTOBER 5, 2006

FEE: \$20

EXPEDITED (24-HOUR) SERVICE AVAILABLE - \$20 PER ENTITY
INCLUDE FEE AND WRITE "EXPEDITE" IN BOLD LETTERS
ON OUTSIDE OF ENVELOPE

• BE SURE TO INCLUDE FILING FEE. Checks
should be made payable to "Secretary of State"

STATE OF WASHINGTON

FOR OFFICE USE ONLY

FILED: / /

10/05/2006 925266
\$40.00 Check #3049
Trading ID:
1177318
Doc No: 925266-001

IMPORTANT! Person to contact about this filing

GARY J. FOWLER

Daytime Phone Number (with area code)

253-584-3958

AMENDMENT TO ARTICLES OF INCORPORATION

NAME OF CORPORATION (As currently recorded with the Office of the Secretary of State)

LAKEWOOD HISTORICAL SOCIETY

UBI NUMBER

601 907 631

CORPORATION NUMBER (If known)

2-592129-7

AMENDMENTS TO ARTICLES OF INCORPORATION WERE ADOPTED ON

Date: **OCTOBER 3, 2006**

EFFECTIVE DATE
OF ARTICLES OF
AMENDMENT

(Specified effective date may be up to 30 days AFTER receipt of the document by the Secretary of State)

☐ Specific Date: _____

☒ Upon filing by the Secretary of State

ADOPTION OF THE ARTICLES OF AMENDMENT (Please check ONE of the following)

☒ The amendment was adopted by a meeting of members held on (specify date): **OCTOBER 3, 2006**. A quorum was present at the meeting and the amendment received at least two-thirds of the votes which members present or represented by proxy were entitled to cast.

☐ The amendment was adopted by a consent in writing and signed by all members entitled to vote.

☐ There are no members that have voting rights. The amendment received a majority vote of the directors at a board meeting held on (specify date): _____.

AMENDMENTS TO THE ARTICLES OF INCORPORATION ARE AS FOLLOWS
If necessary, attach additional amendments or information.

SEE ATTACHED FOR DETAILS

SIGNATURE OF OFFICER

This document is hereby executed under penalties of perjury, and is, to the best of my knowledge, true and correct.

Gary J. Fowler
Signature of Officer

GARY J. FOWLER
Printed Name

10-04-2006
Date

INFORMATION AND ASSISTANCE - 360/753-7115 (TDD - 360/753-1485)

003-003 (9/00)

**ARTICLES OF AMENDMENT
WASHINGTON
NONPROFIT INCORPORATION**

Washington Nonprofit Corporations Act - 24.03

FEE: \$20
EXPEDITED FEE: +\$20

Filed: October 4, 2006

Contact:

Day Phone:

Gary J. Fowler, Treasurer
Lakewood Historical Society

253 / 584-3958; Fax 253/503-6847
gjfowler@hotmail.com

AMENDMENT TO ARTICLES OF INCORPORATION

Name of Corporation (As currently recorded with the Office of the Secretary of State)
Lakewood Historical Society

UBI Number	Corporation Account #	Amendments to Articles of Incorporations were adopted on
601 907 631	2-592129-7	Date October 3, 2006

Effective Date Specified effective date may be up to 30 days AFTER receipt of the document by of
Articles of the Secretary of State)
Amendment ☒ Upon filing by the Secretary of State

PLEASE NOTE: EXPEDITED SERVICE REQUESTED

Adoption of the Articles of Amendment

☒ The amendment was adopted by a meeting of members held on October 3, 2006. A quorum was present at the meeting and the amendment received at least two-thirds of the votes which members present or represented by proxy were entitled to cast.

Summary of Board approved Amendments to Articles:

Article I: Added principal office of the Society

Article III: Added "cultural" and "literary" to Purpose; included limiting use of Society earnings

Article VII: Added Provisions to Regulate Internal Affairs paragraph and modified Members

Article VIII: Substantial additions to Dissolution section in accord with RCWs and IRS Code.

Article IX: Added revised language on Indemnification in accord with RCWs

Article X: Added Conflict Of Interest Policy and Procedure commitment

**AMENDMENT TO ARTICLES OF INCORPORATION
OF THE
LAKEWOOD HISTORICAL SOCIETY**

APPROVED: On October 3, 2006 the following amendments to the Articles of Incorporation were adopted by resolution at a meeting of the Board of Directors, in accord with the Society's Bylaws and current Articles of Incorporation. A quorum was present at the meeting (13 of 15 officers and directors) and the amendments received a unanimous vote, exceeding the required two-thirds (2/3) votes which members present were entitled to cast.

PURSUANT to the provisions of RCW 24.03.160, RCW 24.03.165 and RCW 24.03.170 of the Washington Nonprofit Corporations Act, the LAKEWOOD HISTORICAL SOCIETY adopts the following Articles of Amendment to the Articles of Incorporation filed with the Secretary of State of the State of Washington on the 15th day of October, 1998.

ARTICLE I – NAME AND LOCATION

The name of the corporation shall be the Lakewood Historical Society. The principal office of the Society is in the City of Lakewood in Pierce County, Washington.

ARTICLE II - DURATION

The period of duration of this Corporation is perpetual.

ARTICLE III - PURPOSE

Notwithstanding anything herein to the contrary, this corporation is organized exclusively for cultural, literary, educational, scientific, and other charitable purposes including for such purposes, the making of distributions to organizations that qualify as exempt organizations under section 501(c)(3) of the Internal Revenue Code of 1986 or any corresponding section of any future federal tax code. No part of the earnings of the corporation shall inure to the benefit of, or be distributable to, its members, trustees, officers or other private persons, except that the corporation shall be authorized and empowered to pay reasonable compensation for services rendered and to make payments and distributions in furtherance of the purposes set forth in this Article. No substantial part of the activities of the corporation shall be the carrying on of propaganda, or otherwise attempting to influence legislation, and the corporation shall not participate in, or intervene in (including the publishing or distribution of statements) any political campaign on behalf of or in opposition to any candidate for public office. Notwithstanding any other provision of these articles, the corporation shall not carry on any other activities not permitted to be carried on (a) by a corporation exempt from federal income tax under section 501(c)(3) of the Internal Revenue Code of 1954, or the corresponding section of any future federal tax code, or (b) by a corporation, contributions to which are deductible under section 170(c)(2) of the Internal Revenue Code of 1954, or any corresponding section of any future federal tax code.

**AMENDMENT TO ARTICLES OF INCORPORATION
OF THE
LAKEWOOD HISTORICAL SOCIETY**

ARTICLE VII - PROVISIONS TO REGULATE INTERNAL AFFAIRS

1. The definition, limitation, and regulation of the powers of the Society, the directors, and the members shall be set forth in the bylaws including the number of directors and officers and their terms and duties which may be amended from time to time by the board. In all cases, whenever a provision of the articles of incorporation is inconsistent with a bylaw, the provision of the articles of incorporation shall be controlling.
2. Membership is open to anyone interested in the mission of the Society upon payment of annual dues as delineated in the Standing Rules. The categories of membership shall be Individual, Family and others as determined by the Board of Directors and recorded in the Standing Rules. Each category of membership shall be entitled to vote during any general vote or election of the society.

ARTICLE VIII - DISSOLUTION

The Lakewood Historical Society may be voluntarily dissolved by a recorded vote of not less than a two-thirds (2/3) of the members in good standing at a meeting attended by a quorum of the total membership. Notice of the proposed dissolution and the documented reason thereof, and the date, time, and place of the membership meeting shall be mailed to each member in good standing a minimum of twenty (20) days prior to the meeting scheduled to debate dissolution of the Society. If voluntary dissolution proceedings have not been revoked, then, when all debts, liabilities and obligations of the Society have been paid and discharged, or adequate provision shall have been made therefore, including the return, where possible, of all items held on loan or with other restrictions, then all remaining property and assets shall be distributed to one or more institutions or entities chartered for the same or similar purposes as the Lakewood Historical Society and shall be comparably exempt under the Internal Revenue Code of 1986, Sections 170(c) and 501(c)(3), or the corresponding sections of any future federal tax code, or, shall be distributed to the state or local government for comparable public purposes. No property or any of the proceeds shall be distributed to or inure to the benefit of any directors or members of the Society. When all property and assets of the Society have been transferred, conveyed or distributed as provided in the Articles of Incorporation, RCW 24.03.225 and RCW 24.03.240, the articles of dissolution shall be executed by an officer of the Society pursuant to RCW 24.03.240.

ARTICLE IX - INDEMNIFICATION

The Society shall indemnify, eliminate and limit the personal liability of a director to the corporation or its members, if any, for monetary damages for conduct as a director, PROVIDED, that such provision shall not eliminate or limit the liability of a director for acts or omissions that involve intentional misconduct by a director or a knowing violation of law by a director, or for any transaction from which the director will personally receive a benefit in money, property, or services to which the director is not legally entitled. Further, this provision does not eliminate or limit the liability of a director for any act or omission occurring before the date when such provision becomes effective.

ARTICLE X – CONFLICT OF INTEREST

F. A new Article X is added, titled Conflict of Interest, to read:

The purpose of the conflict of interest policy is to protect the Society's interest when it is contemplating entering into a transaction or arrangement that might benefit the private interest if an officer or director of the Society or might result in a possible excess benefit transaction.

Each director, principal, officer, and member of a committee with governing board delegated powers shall annually sign a statement which affirms such person has:

- a. received a copy of the conflicts of interest policy,
- b. read and understands the policy,
- c. agreed to comply with the policy, and
- d. understands the organization is charitable and in order to maintain its federal tax exemption it must engage primarily in activities which accomplish one or more of its tax-exempt purposes

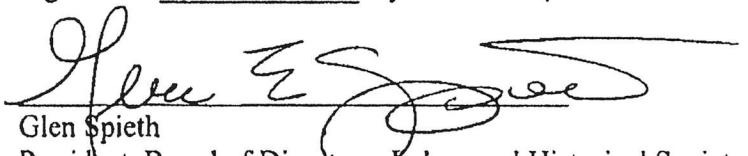
This policy is intended to supplement but not replace any applicable state and federal laws governing conflict of interest applicable to nonprofit and charitable organizations.

APPROVED:

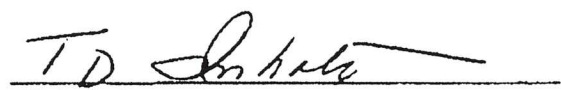
On October 3, 2006 the amendments to the Articles of Incorporation were adopted by Resolution by the Lakewood Historical Society Board of Directors. A quorum was present at the meeting and the amendment received at least two-thirds (2/3) of the votes which members present were entitled to cast.

The Articles will be presented to the general membership at the Annual Meeting of the Society on November 14, 2006 with a recommendation for ratification.

Signed this 3 day of October, 2006


Glen Spieth
President, Board of Directors, Lakewood Historical Society

Signed this 3rd day of October, 2006


TD Imholt
Secretary, Board of Directors, Lakewood Historical Society

**LAKEWOOD HISTORICAL SOCIETY
LAKEWOOD, WASHINGTON
BYLAWS**

Approved 07/28/2015

ARTICLE I – NAME AND LOCATION

- Section 1. The name of this organization shall be the Lakewood Historical Society (Society).
- Section 2. The Society operates a History Museum with displays and exhibits representing the history of the Lakewood area.
- Section 3. The Lakewood Historical Society is a non-profit 501(c) (3) organization with its principal office in the City of Lakewood in Pierce County, Washington.

ARTICLE II – MISSION

The mission of the Lakewood Historical Society is to identify, preserve and perpetuate the history of Lakewood.

ARTICLE III – MEMBERSHIP

- Section 1. Membership is open to anyone interested in the mission of the Society and upon payment of annual dues as delineated in the Standing Rules.
- Section 2. The categories of membership shall be Individual, Family, Association and Business.
- Section 3. Each category of membership in good standing shall be entitled to vote during any general vote or election of the Society.

ARTICLE IV – MEMBERSHIP DUES AND TERMINATION

- Section 1. The dues of the Society shall be set by the Board and may be revised as warranted.
- Section 2. Dues for Individual, Family and Associate membership shall be computed on a calendar year basis and shall be paid by March 1st. The Business Membership is renewable on the anniversary of the date they join. Members whose dues are delinquent after ninety (90) days will lose membership privileges until outstanding dues are paid.
- Section 3. Members failing to pay their dues shall be placed on the inactive list. Upon termination of membership, the former member shall have no right in the management or assets of the Society.

ARTICLE V – BOARD OF DIRECTORS

- Section 1. The Board of Directors (Board) shall consist of the four (4) elected officers and seven (7) elected directors. The immediate past President, if not assuming another Board position, shall be an ex-officio Board member.
- Section 2. All Board members must be members of the Society in good standing.
- Section 3. The Board may appoint Emeritus directors for outstanding service to the Society. Emeritus positions will be ex-officio.
- Section 4. A vacancy in any office of the Board shall be filled by appointment by the Board for the remainder of the term.
- Section 5. Board members shall read and sign a Conflict of Interest Statement annually as defined in the IRS code for nonprofit organizations.

- Section 6. The definition, limitation, and regulation of the powers of the Society, the Directors, and the members as set forth in the Bylaws shall regulate the internal affairs of the Society.
- Section 7. The Standing Rules provide additional guidance for Board members. Rules are approved by the Board and may be changed by a majority vote of the Board as deemed necessary. Standing Rules are not incorporated in the Bylaws.

ARTICLE VI – OFFICERS

- Section 1. The officers of the Society shall be President, Vice President, Secretary, and Treasurer and shall be elected by the membership at the Annual Meeting of the Society.
- Section 2. The term of office shall be for two (2) years, or until a successor is elected.
- Section 3. The President and Treasurer shall be elected in alternate years to the Vice-President and Secretary to ensure continuity for the organization.
- Section 4. The Officers' duties are defined in the Standing Rules.

ARTICLE VII – DIRECTORS

- Section 1. The Directors shall consist of seven (7) members.
- Section 2. The term of office shall be two (2) years or until a successor is elected.
- Section 3. Director's terms shall be staggered to provide continuity for the Society. Three positions shall be elected for a two year term and the other four will be elected in the following year for a two year term.
- Section 4. The Directors' duties are defined in the Standing Rules.

ARTICLE VIII – NOMINATIONS

- Section 1. The Ad Hoc Nominating Committee shall consist of three (3) members of the Society with at least one (1) current member of the Board.
- Section 2. The Nominating Committee shall present a candidate for each office to be filled at least thirty (30) days prior to the Annual Meeting. In all cases the consent of the nominee shall be obtained prior to the election.
- Section 3. Nominees must be members of the Society in good standing.
- Section 4. Additional nominations may be made from the floor providing consent of the nominee has been obtained and is reported at the Annual Meeting.

ARTICLE IX – ELECTIONS

- Section 1. Elections shall be held at the Annual Meeting. A majority of votes cast shall elect. Voice vote may elect if there is only one nominee for each office. Results of the election shall be recorded by the Society's Secretary.
- Section 2. The term of office shall commence at the close of the Annual Meeting.

ARTICLE X – MEETINGS

- Section 1. Regular meetings of the Board shall be held monthly as set by the Board. A majority of the members of the Board shall constitute a quorum for a regular or special meeting.
- Section 2. All meetings must be conducted in accord with the laws of the State of Washington and the IRS code applicable to nonprofit exempt organizations.
- Section 3. All Board members are entitled to a vote. A favorable vote by a majority of members present at a duly constituted meeting where a quorum is present shall signify a passing motion. Members may be polled to vote by phone or e-mail in

- unusual situations, provided a record is maintained by the Secretary and ratified at the next Board meeting.
- Section 4. Special meetings of the Board may be called by the President or by one-third (1/3) of the Board members to be held as designated in the meeting announcement. A majority of the members of the Board shall constitute a quorum.
- Section 5. The Annual Meeting of the Society shall be in the fourth quarter of each year for the purpose of electing Officers and Directors, reporting to the membership, receiving committee reports, and voting on issues presented in advance by the Board. The meeting may be rescheduled by a Board resolution if necessary.
- Section 6. Special membership meetings may be called by the President, with a majority vote of the Board. Business shall be limited to that stated in the call for a special meeting.

ARTICLE XI – COMMITTEES

- Section 1. The President shall appoint the chairperson of each Standing Committee as listed in the Bylaws and shall appoint chairpersons of such Ad Hoc Committees as are applicable to the work of the Society or other such committees the Board of Directors may deem necessary.
- Section 2. Standing Committees are long term and meet on a regular basis shall include: Executive, Budget and Finance, Membership, Fundraising, Collections, Programs, Marketing and Historical Markers. Standing Committee chairpersons shall be Board members; other committee members may be selected from the general membership.
- Section 3. Ad Hoc Committees are those that are short-term or meet on a less regular basis and shall include: Nominating, Bylaws, or others as deemed necessary to the work of the Society. The Ad Hoc Committee shall include one Board member as liaison to the Board. Committee members may be selected from the general membership.
- Section 4. The makeup and duties of the committees is defined in the Standing Rules and may be revised.
- Section 5. Committee Chairpersons or liaisons to the Board shall report their activity at the Board meetings and shall present their proposed budget for the following year to the Treasurer and/or the Finance Committee Chairperson by the November Board meeting of each year.

ARTICLE XII – PARLIAMENTARY AUTHORITY

The rules contained in the most current edition of Robert's Rules of Order shall govern the Society in all cases to which they are applicable except when inconsistent with the adopted Bylaws or Articles of Incorporation.

ARTICLE XIII – AMENDMENT OF BYLAWS

- Section 1. Proposed amendments to the Bylaws may be suggested in writing by two (2) members of the Board, two (2) members of a Standing Committee, or by five members of the general membership for consideration.
- Section 2. It will be decided by the Board President if an Ad Hoc Committee needs to convene in order to review the proposed changes.
- Section 3. Amendments to the Bylaws may be made at any regular meeting of the Board by a majority vote, providing that the proposed amendments are submitted in writing to the full Board a minimum of seven (7) days prior to the meeting wherein the proposed changes are considered.

- Section 4. Any approved amendments to the Bylaws shall take effect at the close of the meeting wherein they were adopted.
- Section 5. Approved amendments to the bylaws shall be reported to the full membership at a general membership meeting, in the newsletter, by mail, or by other means.
- Section 6. A copy of the Amended Bylaws shall be filed with the Society's permanent documents as a matter of record, and with other agencies as may be required.
- Section 7. In all cases, whenever a provision of the Bylaws is inconsistent with the Articles of Incorporation, the provision of the Articles of Incorporation shall be controlling.

ARTICLE XIV – INDEMNIFICATION

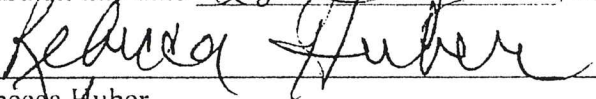
The Society shall indemnify, eliminate and limit the personal liability of a Director to the corporation or its members, if any, for monetary damages for conduct as a Director, provided, that such provision shall not eliminate or limit the liability of a Director for acts or omissions that involve intentional misconduct by a Director or a knowing violation of law by a Director, or for any transaction from which the Director will personally receive a benefit in money, property, or services to which the Director is not legally entitled. Further, this provision does not eliminate or limit the liability of a Director for any act or omission occurring before the date when such provision becomes effective.

ARTICLE XV – DISSOLUTION

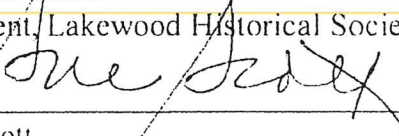
- Section 1. The Society may be dissolved by a recorded vote of not less than two-thirds (2/3) of the members in good standing present at a meeting called for this purpose. A notice of the proposed dissolution stating the reason thereof and the date, time, and place of the membership meeting shall be mailed to each member in good standing a minimum of ten (10) days prior to the meeting scheduled to debate dissolution of the Society.
- Section 2. If voluntary dissolution has been approved, all debts, liabilities and obligations of the Society shall be paid and discharged.
- Section 3. Adequate provision shall be made to return, where possible, all items held on loan. All remaining property and assets shall be distributed to one or more institutions or entities chartered for the same or similar purposes as the Society and shall be comparably exempt under the Internal Revenue Code of 1986, 501(c) (3), or the corresponding sections of any future federal tax code, or, shall be distributed to the state or local government for comparable public purposes.
- Section 4. No property or any of the proceeds shall be distributed to or inure to the benefit of any Directors or members of the Society.

APPROVAL BY BOARD OF DIRECTORS

The amended Bylaws herein were approved and adopted by the Lakewood Historical Society's Board on this date 28 July, 2015.



Rebecca Huber
President, Lakewood Historical Society



Sue Scott,
Secretary, Lakewood Historical Society

LAKEWOOD HISTORICAL SOCIETY
BOARD MEETING
AUGUST 8, 2023

1. The meeting was called to order by Ed Voie at 3:05 p.m. Those in attendance: Ed Voie, Sue Scott, Phil Raschke, Glen Spieth, Linda Work, and Earl Borgert with Danielle Sharp on the phone. Absent: Kris Kauffman. Excused: John Burton.
2. No June minutes.
3. Treasurer's Report: No report; Sue had not reached Dollie Wild since Sue returned.
4. Items for discussion.
 - a. LHS has received a proposal for Collections Management. We will review and talk to the consultant.
 - b. The last City event on the plaza is this Saturday, Aug 12. Ed Voie, Linda Work, Glen Spieth and Phil Raschke will open the museum from 4-7:30. Linda will check with Linda Shehan.
 - c. Chris Erlich is planning to install the Tenzler Library exhibit this week.
 - d. Discussion regarding a mural in the hallway. Timeline of Lakewood? Ideas?
 - e. Discussion of items for the next Prairie Gazette: list of donors; 25th year of the Historical Society; books; new marker at Woodbrook Hunt Club.
4. The Board approved Ed Voie and Phil Raschke to prepare and submit a Lakewood lodging tax funding request for 2024. ✓
4. The meeting was adjourned at 4 p.m. Next Board meeting Tuesday, Sept 5, at 3 p.m.

Sue Scott

Sue Scott, Secretary/Treasurer

LAKEWOOD HISTORICAL SOCIETY

P.O. BOX 98014, LAKEWOOD, WA 98496

MUSEUM: 6114 MOTOR AVE. S.W., LAKEWOOD, WA 98499

MUSEUM PHONE: 253-682-3480

WEBSITE: www.lakewoodhistorical.org

Email: contact@lakewoodhistorical.org

2023 -2024 BOARD OF DIRECTORS

OFFICERS:

Edward Voie, President

810 S. Jackson Ave
Tacoma, WA 98465
253-255-7904 (Cell)
edvoie@hotmail.com

John M. Burton

6025 S. Montgomery St
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253-988-0382
john@johnlovessound.com

Phil Raschke, Vice President

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Kris Kauffman

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Sue Scott, Secretary/Treasurer

10602 58th Ave. Court S.W.
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253-961-2262 (Cell)
nonniesue@live.com

Danielle Sharp

10915 Greengate Lane S.W.
Lakewood, WA 94898
253-229-4529

DIRECTORS:

Earl Borgert

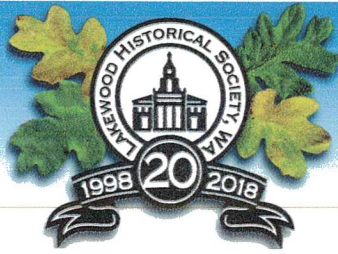
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earlborgert@hotmail.com

Glen Spieth

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b17relic@comcast.net

Linda Work

2701 Rigney Road, A12
Steilacoom, WA 98388
253-677-2569



Lakewood Historical Society

Because our history matters...

P.O. Box 98014 • Lakewood, Washington 98496 • 253-682-3480

Lakewood History Museum

6114 Motor Avenue SW
Lakewood, WA 98499
253-682-3480

Annual Fund Honorary Chairs

Lt. Gen. Bill Harrison

Board of Directors

Ed Voie
President

Phil Raschke
Vice President

Sue Scott
Secretary

Directors

Earl Borgert
John Burton
Kris Kauffman
Glen Spieth
Linda Work

Director Emeritus

Lt. Gen. Bill Harrison

Marketing Specialist Newsletter Editor

Chuck Mathias

Email

contact@
lakewoodhistorical.org

Website

lakewoodhistorical.org



STATEMENT OF AUTHORIZING OFFICIAL

The overall operations of the Lakewood Historical Society, financial stability and continuing operation of the Lakewood History Museum is the responsibility of the Board of Directors.

The Board has designated the Society President and Vice President as authorized representatives to conduct the daily Society and Museum operations, financial matter and business operations and have authorized them to contractually bind the Society to agreements and/or contracts as needed to maintain operations on a consistent basis. Any and all major transactions, contracts, financial commitments and/or other major Society agreements require Board approval prior to finalizing.

Current authorized Society agents are:

Edward Voie, President
810 S. Jackson Ave
Tacoma, WA 98465
253-255-7904

Phillip Raschke, Vice President
9933 Onyx Drive S.W.
Lakewood, WA 98499
253-861-1366

Attested this 18th day of August 2023.

Sue Scott, Secretary/Treasurer
Lakewood Historical Society

The Historical Society is a 501(c)(3) not-for-profit organization;
your gift is tax-deductible to the extent allowable by law.

7. APPLICATION FOR FISCAL YEAR 2024 LTAC GRANT FUNDING

1a. Project Information

Project Name: Lakewood Playhouse Marketing Program

Amount of Lodging Tax Funding Requested: \$28,000.00

(Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")

Total Project Cost: \$

(Total Project Amount must match Project Budget column c "Total Project Cost")

1b. Applicant Organization

Name of Applicant Organization: Lakewood Community Players dba Lakewood Playhouse

Mailing Address: PO Box 99041
Lakewood WA
98496-0041

Tax ID Number: 91-6058223

Organization Unified Business Identifier (UBI) 278-031-367

UBI Expiration Date: June 30, 2024*

*We have submitted, but the state is behind on processing paperwork, so we are noted as "delinquent", but we're not, see:

<https://www.sos.wa.gov/corporations-charities/nonprofits-charities/nonprofits/2022-nonprofit-law-and-process-changes>

We have included a copy of our most recent filing showing that we have completed the process.

Type of Organization: Non-profit

(Non-profit, For-profit, Municipality, Private business, etc.)


1c. Contact:

Name: Erin Chanfrau

Title: Interim Theater Administrator

Telephone: 253-320-9590

Email: admin@lakewoodplayhouse.org

Signature: 

The signatory declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used only for the purposes set forth herein, and verifies that all the information contained in this application is valid and true to the best of his/her knowledge.

2. Project Description

- a. Event Date(s): January 1, 2024 through December 31, 2024
- b. Event Location: Lakewood Playhouse
- c. If there is a charge or fee for this activity, please describe how much and why.

Admission ranges from Pay-What-You-Can to \$29 per performance. Each of the five main stage shows have one performance where admission is by donation ("Pay-What-You-Can"). On the other performance dates, admission ranges from \$21 to \$29 for plays. Admission is charged to partially offset the costs of production
- d. Please provide a detailed, yet concise **scope of work (mandatory)** and/or proposed project/activity. Include information on the area the project will serve, its expected impact and list the responsible party(s).

Lakewood Playhouse will use Lakewood Lodging Tax and Tourism Promotion Funds to both promote Lakewood Playhouse events and programming in the 2024 calendar year and to promote the city of Lakewood, Washington as a destination for shopping, dining, recreation, and lodging.

We will use over a dozen marketing and promotion tools to get our message out to as many people as possible, and we continue to explore new avenues for promotion. Many of these marketing materials are distributed widely throughout Pierce, King, and Thurston counties, including some that are direct mailed to households therein. We also continue to increase our on-line marketing activity in order to reach as many potential patrons as possible, and to reach beyond our immediate area. **We recently developed a new marketing tool for productions – business cards for each show – so that we can have multiple members of productions handing out the materials to many more potential attendees. These business cards also feature a “Visit Lakewood” QR code, described further below.**

Almost all of Lakewood Playhouse's marketing tools promote Lakewood as a destination through our "Visit Lakewood" campaign. **All our marketing materials from August 2023 on feature a QR code that takes viewers directly to the events page of the City of Lakewood website.**

Lakewood Playhouse seeks to use a local artist to paint advertising in the form of a mural on the side of the building to help people passing through Lakewood Towne Center recognize our business and come in the doors.

We believe our marketing activity results in increased patronage to Lakewood Playhouse from all over the Puget Sound area and beyond; also, our Theater Education programs, our outreach to the military community, and increased involvement by theater artists from outside the area, increases patronage of those attending to see or accompany family members, friends, and loved ones involved at the Playhouse. We are heavily focused on diversity and developing programming to serve all of the Lakewood community.

We believe that increased patronage to the Lakewood Playhouse increases patronage to the businesses in the Lakewood Towne Center and on many streets nearby. Our in-house surveys of our patrons indicate that a majority of them often and regularly patronize nearby businesses before or after they come to the Playhouse.

3. Beneficiaries

Please list and provide specific information regarding all individuals, businesses, areas, or organizations that will directly benefit from the project/activity.

| Attendance at Lakewood Playhouse events brings our patrons into the middle of one of Lakewood's premiere shopping and dining destinations. Studies show that patrons of live theatre spend more dollars in the community than what they have spent on their theatre tickets. Many live theatre patrons are of a demographic that has more discretionary income available to them, and our own recent demographic surveying indicates that this holds true for Lakewood Playhouse: more than 50% of our audience base is between the ages of 17 and 54, and more than 45% make more than \$55,000 per year. 80% of our patrons say they patronize local businesses when they visit the Playhouse. That's money for restaurants, retail, transportation, recreation, and lodging nearby the Playhouse.

Lakewood Playhouse draws its audiences from a large swath of communities from King County to Thurston County and beyond. More than 75% of our audiences and artists live outside of the city of Lakewood. More than 25% of our audiences and artists live in King, Thurston, or other counties outside of Pierce. Our show playbills, placed directly into each of our patron's hands, are full of advertising and promotional deals from local restaurants, lodging, entertainment venues, and other local businesses. Our advertising volume, and sponsorship from local, state-wide, and national businesses, is increasing.

Our Theater Education programming also garners Playhouse involvement from many area families and serves to facilitate growth of a younger local audience. We continue to increase our exposure to the nearby military community. We maintain our participation and visibility in local service organizations such as Rotary, the Chamber of Commerce, and the Pierce County Library System.

We are also closely involved with coordinating and communicating our activities with other local theaters such as Tacoma Little Theatre, Tacoma Musical Playhouse, Center Stage in Federal Way, Harlequin Productions, Broadway Olympia, and Olympia Family Theatre in Olympia, The Northwest Playwrights Alliance, Theatre Puget Sound in Seattle, Theatre Artists, Olympia and many others.

We are also developing a robust internship program that involves students from Pacific Lutheran University and Tacoma's School of the Arts – work is being done to approach Pierce College and University of Puget Sound as well. |

4. Goals/Monitoring

Describe the goals of the project. Will the project result in an increase in overnight stays by visitors in Lakewood? If so, how will this increase be tracked and monitored? How will an increase in the sale of goods and services as a result of the project be measured? What other short or long-term economic benefits will occur and how will that be tracked? Why do you believe those project/activity outcomes are feasible?

Note - Applicants will be required to submit a post-funding report providing pertinent data evaluating tourism benefits resulting from the use of lodging tax funds as compared with the estimates contained in this application.

| The goal of Lakewood Playhouse's marketing is to increase audience attendance at the Playhouse, and to increase long-term patronage of the Playhouse by those audience members. Almost half of our current audience base visits the Playhouse at least five times a year. Our programming of more challenging theatrical

fare has resulted in attracting increasing numbers of new patrons to the Playhouse. We are the only established theater in the area performing entirely in the round, which means we provide a unique and intimate theatrical experience. The development of our staged reading productions has garnered much interest – feedback was incredibly positive. We firmly believe that increasing our audience results in a significant number of patrons spending further dollars within our community, and with some of them utilizing local lodging for out-of-town guests/family members. Many of these patrons, once familiarized with the local businesses of our immediate community, return to patronize those businesses even when they are not specifically visiting the Playhouse.

We endeavor to maintain personal relationships with many of our patrons, and most of our sponsors and advertisers, so that we may garner their input regarding measuring the impact of their involvement with Lakewood Playhouse and its community.

We will further track the effectiveness of our promotions through the use of audience surveys (both in-person and internet-based), and through promotional deals via social media and internet advertising, and direct marketing.

We will continue to track any uses of the promotional deals we offer.

We will reinstate a lobby guest book for further patron input, information about local restaurants and lodging, and keep a selection of past and present show posters available, as many patrons like to take them as souvenirs. We believe these outcomes are feasible because of our past successes in increasing Playhouse patronage.

We have developed a print on-demand merchandising strategy that we will release at the start of our season to make it easy to purchase Lakewood Playhouse merchandise and grow our brand. We have recently rebranded and have a fresh, professional new look.

5. Estimate how the funds will increase the amount of people traveling to Lakewood to stay overnight in paid accommodations.

| We believe that increasing our audience and increasing and maintaining the patronage of that audience over time (the goal of Lakewood Playhouse's marketing efforts) results in a significant number of those patrons spending further dollars within our community, and with some of them utilizing local lodging for out-of-town guests/family members. Our year-round theater education programming (The Lakewood Institute of Theater), particularly the performance-based classes, bring in extended family members from farther away who often need lodging in the area to see our young performers' work.

Lakewood Playhouse's reputation for high-quality theatre with excellent production values (and the public's perception of this through marketing), continues to grow. This success increases the Playhouse's profile and reputation, generating increased ticket sales and new patrons, all of whom spend money locally beyond our theater building. The involvement of theatre artists drawn by our increased reputation from farther afield, may also increase lodging in the area for extended family and friends. |

6. Estimate how the funds will increase the amount of people traveling to Lakewood from more than 50 miles from their residences.

| Our direct-mail efforts (in co-ordination with our subscription and Friends Fund drives), and our wide distribution of our brochure reach thousands of current and prospective patrons, mostly in areas outside of the city. We also work hard to market the Playhouse to the local military community, many of whom of course are from other areas of the country and may avail themselves of local lodging. The same reasoning that applies to the answer for question 5 applies here:

- Growing our audience, and increasing and maintaining the patronage of that audience over time results in a significant number of patrons spending further dollars within our community
- Our year-round youth theater programming brings in family members from farther away who often need lodging in the area to see our young performers' work.
- Our increased reputation results in a higher profile and increased positive word-of-mouth, resulting in an increase in new patrons and of patrons from farther afield – **we have survived COVID and other challenges facing the theatrical community at large. We are over 80% in renewal rates for season tickets and have great expectations as we get ready to release season ticket purchasing options to the general public.**
- The involvement of theater artists from farther afield may have family and friends travel from out of town or from out-of-state to see their work.
- Our promotional distribution efforts reach thousands of people, most in areas outside of the city.
- Our new merchandising program will greatly raise awareness of the theater. |

7. Estimate how the funds will increase the amount of people traveling to Lakewood from outside their state or country.

| In addition to the circumstances described in the answers to questions 5 and 6 above, Lakewood Playhouse is on a path of actively promoting ourselves both regionally and nationally. As members of the American Association of Community Theaters, we maintain an eye toward one day hosting or co-hosting their annual conferences. Our programming of more challenging theatrical material is specifically designed to garner more attention for the Playhouse since it is not the usual programming of many other community theatres. Lakewood Playhouse aspires to become a cultural ambassador for our community to other communities around the region and country, as an example of how much a successful and well-run, and long-lived, community theater can achieve. |

8. Funding Requirements

Due to funding constraints, partial funding may be recommended by the LTAC. If partial funding is received, how will that impact the project/activity? Please describe:

| Partial funding will deter our marketing of ourselves beyond a basic effort to remind the public of our existence as an option for entertainment/education/activity in the Lakewood area. With partial funding, one must make increasingly harder choices regarding which methods of promotion will give us the most "bang for the buck"; direct mail, purchased on-line presences, and print advertising may become luxuries. |

9. Use of Funds

Provide detail on how the funds will be used. For example, \$20,000 of the funds will be used for marketing, \$5,000 for administration, \$10,000 for Consultants, etc.

\$25,000 of the funds will be used for marketing:

- Season Brochures 2000, distributed directly to the community and mailed. The brochure is part of our Visit Lakewood campaign. \$4850
- Posters, 300 for each of 5 main stage productions, plus 300 Season posters, plus posters for special events, additional posters as necessary for other events, distributed via professional distribution contractors and by volunteers. Posters are part of our Visit Lakewood campaign. \$6250
- Business cards; 500 per show to be distributed by artists working in/on productions, staff, and board members, this is part of our Visit Lakewood campaign, \$2500
- Our website, updated frequently, and Constant Contact - another part of our Visit Lakewood campaign. \$1700
- Our paid Social Media Advertising, which reaches tens of thousands every month. \$5,500
- Print Advertising/display advertising in The Suburban Times, and others \$2,000
- Education Marketing and School Outreach, in pursuit of higher class registration volume and increased participation in special school performances. \$3,000
- Mural, on side of playhouse facing the Lakewood Towne Center to promote theater and the arts, \$3000
- Miscellaneous other varied marketing expenditures, including in-house displays. \$1200

10. Project Budget (for non-capital projects). Do not include in-kind contributions.

<i>Income: A diversified funding base is important to the success of any project. Please list all other sources of funding for the project, both anticipated and confirmed and when that funding will be available to the project. Include your own funding, sponsorships, other grants, etc.</i>			
Funding Source: List all revenue sources anticipated for 2024. Do not include requested Lodging Tax Funds	Amount	Confirmed? Yes/No	Date Available
Lakewood Playhouse	\$2000	Yes	1/1/2024
	\$		
	\$		
	\$		
	\$		
	\$		
	\$		
<i>Expenses: Based on full funding, please list project costs.</i> <i>Note: Certain expenses may not be reimbursable, at the sole discretion of the City of Lakewood.</i> <i>You will only be reimbursed at the authorized rates. Insurance is not an eligible cost.</i>			
	a. Lodging Tax Funds Requested *	b. Other Funds (Do not include "in-kind" dollars)	c. Total Project Cost **
Personnel (salaries & benefits)	\$	\$	\$
Administration (rent, utilities, postage, supplies, janitorial services, etc.)	\$	\$	\$
Marketing/Promotion	\$28,000	\$2,000	\$30,000
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	\$	\$	\$
Minor Equipment (computers, desks, etc.)	\$	\$	\$
Travel	\$	\$	\$
Contract Services Describe below	\$	\$	\$
Other Describe below	\$	\$	\$
TOTAL COST	\$28,000	\$2,000	\$30,000
Description for Direct Sales Activities, Contract Services, Travel and Others			
In-Kind Contributions			

*Amount in column a "Lodging Tax Funds Requested" must match "Amount of Lodging Tax Funding Requested" under 1a of application. ** Amount in column c "Total Project Cost" must match "Total Project Cost" under 1a of application.

11. Funding History

a. Was this project funded with Lakewood lodging tax funds in fiscal year 2023? ☒ Yes ☐ No

b. If you answered yes to 11a, how much funding did you receive in 2023? \$ 25,000

c. If you answered no to 11a, what is the last year Lakewood funding was received and how much?

Year Amount awarded

No previous funding

11d. Indicate what efforts have been made to access funding from additional sources?

Lakewood Playhouse has three board members dedicated to seeking outside funding from various sources (government and foundation grants, corporate arts funding, etc.). We are in constant pursuit of opportunities that will provide unearned income for our operations, including marketing. We have a board of directors who have all donated to the Lakewood Playhouse, and matched funds from donors in a recent spring fund drive. We have developed a passive income source with our Merchandising Plan and are ramping up efforts to solicit more sponsorship and advertising. Our Staged Reading Program, generated a great deal of interest and is a program we will expand via marketing.

12. Coordination and Collaboration

Please provide information about any other organizations or agencies involved in this project/activity. Describe their level of involvement. Describe how this project coordinates with other tourism promotion efforts or services in the area, including Chambers of Commerce, local festivals, local lodging and restaurants. You may attach up to three letters of support from these organizations.

Our recent season or show sponsors included the Lakewood Towne Center, Geico Insurance, and Glass Works. These entities provide us with funding and/or in-kind services in exchange for logo placement, advertising, and show tickets. Advertisers included Tacoma Little Theatre, Duke's Bay, and Tacoma Musical Playhouse. WE have recently rebranded, and the new Lakewood Playhouse marketing deck is being updated and refreshed for approaching more sponsors and advertisers.

We participate and/or maintain presences in local festivals and educational fairs/expos. We collaborate and cross-promote our programming with our neighboring theatres in Tacoma, Federal Way, and Olympia and maintain memberships in local, state, and national theatrical support organizations, and local service organizations.

13. Capital Projects Budget

*Note: A capital project requires a proportional degree of city ownership in the facility. Therefore, capital projects where there is **no city ownership are not eligible** to receive funding.*

Supporting the Capital Expenditures and/or Operation of City Tourism-Related Facilities

FUNDING/TIMELINE	Responsible Parties, Methods, Means	Begin (Dates or Periods)	End (Dates or Periods)	Amount Requested From Lodging Funds	Other Funds Committed or Proposed*	TOTALS
Design & Inspection				\$	\$	\$
Other Consultants				\$	\$	\$
Permits & Fees				\$	\$	\$
Land Acquisition				\$	\$	\$
Site Development & Landscape				\$	\$	\$
Buildings (New Construction)				\$	\$	\$
Building Renovations (Includes Access)				\$	\$	\$
Other (Specify) <i>Insurance is not an eligible cost.</i>				\$	\$	\$
TOTAL				\$	\$	\$


*If other funds are committed, please attach a letter of commitment from the funding source.

14. Certification

The applicant hereby certifies and confirms:

1. That it does not now nor will it during the performance of any contract resulting from this proposal unlawfully discriminate against any employee, applicant for employment, client, customer, or other person(s) by reason of race, ethnicity, color, religion, age, gender, national origin, or disability;
2. That it will abide by all relevant local, state, and federal laws and regulations;
3. That it has read and understands the information contained in this application for funding and is in compliance with the provisions thereof, and;
4. That the individual signing below has the authority to certify to these provisions for the applicant organization, and declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used for the purposes set forth herein.

Primary Signature:

A handwritten signature in black ink, appearing to read 'Erin Chanfrau', is written over a horizontal line.

Erin Chanfrau, Interim Theater Administrator

Date 8-20-2023

15. E-Verify Requirements for Contractors & Certification

By Ordinance, the City of Lakewood requires that all contractors who enter into agreements to provide services or products to the City use the Department of Homeland Security's E-Verify system when hiring new employees for the term of the contract.

E-Verify is an electronic system designed to verify the documentation of job applicants. It is run by the Department of Homeland Security.

Who is affected?

- All contractors doing business for the City of Lakewood.
 - There is no minimum dollar value for contracts affected.
- All subcontractors employed by the general contractor on these contracts.

Are there exceptions?

- Contracts for "Commercial-Off-The-Shelf" items are exempted from this requirement.
- Individuals, Companies, or other organizations that do not have employees.

How long must the contractor comply with the E-Verify system?

- For at least the term of the contract.

Are there other stipulations?

- E-Verify must be used ONLY for NEW HIRES during the term of the contract. It is NOT to be used for EXISTING EMPLOYEES.
- E-Verify must be used to verify the documentation of ANY new employee during the term of the contract, not just those directly or indirectly working on deliverables related to the City of Lakewood contract.

How will the City of Lakewood check for compliance?

- All contractors will retain a copy of the E-Verify Memorandum of Understanding that they execute with the Department of Homeland Security AND
- Sign and submit to the City an Affidavit of Compliance with their signed contract.
- All General Contractors will be required to have their subcontractors sign an Affidavit of Compliance and retain that Affidavit for 4 years after end of the contract.
- The City of Lakewood has the right to audit the Contractor's compliance with the E-Verify Ordinance.

Further information on E-Verify can be found at the following website: <https://www.e-verify.gov>

If you have questions about the City's E-Verify Ordinance, please contact the City of Lakewood's legal department prior to contracting with the City.

CITY OF LAKEWOOD

**AFFIDAVIT OF COMPLIANCE WITH LAKEWOOD MUNICIPAL CODE 1.42
"E-VERIFY"**

As the person duly authorized to enter into such commitment for

Lakewood Community Players dba Lakewood Playhouse

COMPANY OR ORGANIZATION NAME

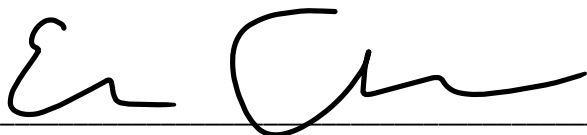
I hereby certify that the Company or Organization named herein will

(Check one box below)

☒ Be in compliance with all of the requirements of City of Lakewood Municipal Code Chapter 1.42 for the duration of the contract entered into between the City of Lakewood and the Company or Organization.

- OR -

☐ Hire no employees for the term of the contract between the City and the Company or Organization.



Signature

Erin Chanfrau, Interim Theater Administrator
Print Name and Title

8/20/2023
Date

INTERNAL REVENUE SERVICE
EP/EO

Internal Revenue Service
EP/EO Disclosure Desk
P.O. Box 2250 Los Angeles, CA 90059

LAKEWOOD COMMUNITY PLAYERS

P O BOX 99041
TACOMA, WA 98499

Person to Contact:
F. Mirafior or L. Barragan
Telephone Number:
(213)894-4232
Refer Reply to:
90-268
Date: AUG 22 1990

RE: 91-6058223
LAKEWOOD COMMUNITY PLAYERS

Gentlemen:

This is in response to your request for a determination letter of the above-named organization.

A review of our records indicates that the above-named organization was recognized to be exempt from Federal income tax in June 1942, as an organization described in Internal Revenue Code section 501(c)(3). It is further classified as an organization that is not a private foundation as defined in section 509(a) of the code, because it is an organization described in section 509(A)(2).

This letter is to verify your exempt status and the fact that the determination letter issued on June 1942 continues to be in effect.

If you are in need of further assistance, please feel free to contact me at the above address.

We appreciate your cooperation in this regard.

Sincerely,

F. C. Mirafior

Disclosure Assistant

Lakewood Playhouse Marketing Plan for 2024 Calendar Year

Item	Cost
Season Brochure (including distribution)	\$4850
Show/Season/Event Posters	\$6250
Show Business Cards	\$2500
Website/Constant Contact	\$1700
Paid Social Media Advertising	\$5500
Print Advertising/Display Advertising in the Suburban Times and others	\$2000
Education Marketing and School Outreach	\$3000
Mural for Lakewood Playhouse	\$3000
Miscellaneous Marketing Expenditures	\$1200
total: \$30,000	

Lakewood Playhouse Operating Budget for 2024 Calendar Year

Item	Cost
Season Brochure (including distribution)	
Production	\$2750
Postage and Distribution	\$2100
subtotal	\$4850
Season Production Expenses	
Season/Show/event Posters Production	\$4150
Distribution	\$2100
Website/Constant Contact	\$1700
Show Business Cards	\$2500
Social Media Advertising	\$5500
Print Advertising/Display Advertising in the Suburban Times and others	\$2000
subtotal	\$17950
Education	
Postcard Production	\$800
Postcard Postage	\$425
Poster Production	\$1200
Poster Distribution	\$500
Summer Fest Booth	\$75
subtotal	\$3000
Mural	
Paint Supplies	\$1000
Artist	\$2000
subtotal	\$3000

Miscellaneous	
FriendsFund Mailing Production	\$400
Friends Fund Postage	\$400
In-house Displays	\$400
subtotal	\$1200
total:	\$30,000

11:51 AM

08/09/23

Accrual Basis

Lakewood Playhouse
Balance Sheet
 As of July 31, 2023

	Jul 31, 23
ASSETS	
Current Assets	
Checking/Savings	
Harborstone 8360	11,190.80
Harborstone 8361 debit	1,449.52
Harborstone Savings 0434	142,519.85
Total Checking/Savings	155,160.17
Accounts Receivable	
Accounts Receivable	11,017.61
Total Accounts Receivable	11,017.61
Other Current Assets	
Prepaid Royalties 2023/2024	15,548.70
Total Other Current Assets	15,548.70
Total Current Assets	181,726.48
Fixed Assets	
Equipment/Leasehold Impr	265,789.42
Land/Building	153,859.61
Accumulated Depreciation	-195,596.00
Total Fixed Assets	224,053.03
TOTAL ASSETS	405,779.51
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Vendor Payable	1,028.50
Total Accounts Payable	1,028.50
Other Current Liabilities	
2023/2024 Season Tickets	10,765.00
Payroll Tax Payable	4,265.92
Total Other Current Liabilities	15,030.92
Total Current Liabilities	16,059.42
Total Liabilities	16,059.42
Equity	
Unrestricted Net Assets	300,431.77
Net Income	89,288.32
Total Equity	389,720.09
TOTAL LIABILITIES & EQUITY	405,779.51

ARTICLES OF INCORPORATION
OF
LAKEWOOD COMMUNITY PLAYERS

* * *

ARTICLE I

The name of this corporation shall be LAKEWOOD COMMUNITY PLAYERS and its principal place of business shall be at Lakewood, Pierce County, Washington.

ARTICLE II

All persons interested in participating in or supporting the work of the organization may, upon application and payment of dues, become members under the terms and conditions set forth in the by-laws. The by-laws may provide for more than one class of membership and shall specify the conditions of such memberships.

ARTICLE III

This is a non-profit corporation, organized for the purpose of fostering and developing interest in non-professional dramatics and theater work; the training of amateur talent; the giving of amateur performances; the building and maintenance of a dramatic library; the leasing, owning and/or operating of a building or space for the holding of meetings and the rehearsing and giving of performances; and for other kindred activities and purposes in the Lakes District, Pierce County, Washington. In order to fully carry out said purposes, this corporation is granted all usual corporate powers and authorities and is permitted to carry on any and all matters of business as may be necessary or desirable to effectually carry out the foregoing purposes.

ARTICLE IV

The affairs of this corporation shall be managed and controlled by its regular active membership, except such powers and duties as may be delegated to the officers and to a board of trustees known as a Board of Control. Officers and the members of the Board of Control shall be elected by the membership from its own number. These persons shall hold office under such terms and conditions as may be set forth in the by-laws of this corporation. The by-laws shall be adopted by a majority of the incorporators of this corporation and may be amended from time to time in such manner and under such conditions and with such notice as may be provided in said by-laws. The number of members of the Board of Control shall be fixed annually by the regular members, such number to be not less than five nor more than twenty-one.

ARTICLE V

These articles of incorporation may be amended by the execution and filing of supplemental articles of incorporation, the same to be signed in a manner similar to these articles of incorporation, all signers to be certified by the secretary as being members

of the corporation, and the number of signers to be not less than the number of signers to these original articles of incorporation, provided that if the entire membership at the time of such amendment is less in number than the number of present signers, then said amendatory articles may be executed by said lesser number of members.

ARTICLE VI

All members of the present unincorporated Lakewood Players and all of its officers and members of its Board of Control, shall, upon certification by its secretary, automatically become the first members, officers and members of the Board of Control of this corporation, for the remainder of the terms of said memberships or offices or until the next election as provided for in the by-laws of this corporation, whichever event occurs first.

WE, THE UNDERSIGNED, being desirous of forming a corporation under the provisions of Section 3863, Remington's Revised Statutes of Washington, do now subscribe to the foregoing Articles of Incorporation, in triplicate.

Ruth H. Gillette

Audrey-Dean Albert

Sullivan E. Thompson
Carl M. Allen

Mrs. Edna R. Perry

Mrs. E. P. Rose

Mrs C. H. Armstrong

Frances H. Allen

F. W. Schubert

Alma S. Smith

Nyrene M. Mahon

Eugene R. Hensell

STATE OF WASHINGTON)
) ss.
County of Pierce)

This is to certify that on this 28th day of May, 1941, A.D., before me, the undersigned, a Notary Public in and for the State of Washington, duly commissioned, sworn and qualified, personally appeared Ruth W. Gillette, Audrey-Dean Albert, Lillian

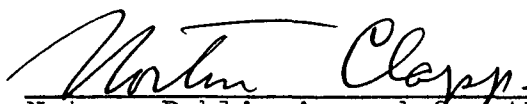
O. Thompson, Carlin Aden, Mrs. Edw. R. Perry, Mrs. E. P. Rose,

Mrs. C. H. Armstrong, Frances Ann Aden, F. W. Schwab, Alice

Sweeting, Wynne McMahon and Ezmah R. Henzell

to me known to be the persons described in and who executed the foregoing Articles of Incorporation in triplicate, and acknowledged that they signed and sealed the same as their free and voluntary act and deed, for the uses and purposes therein mentioned.

WITNESS, my hand and official seal the day and year in this certificate first above written.



Notary Public in and for the State
of Washington, residing at Tacoma.

Articles of Incorporation

OF THE

Lakewood Community Players

Place of business Lakewood

Time of existence ----- years

Capital stock, \$ -----

STATE OF WASHINGTON, ss.

Filed for record in the office of the Secretary of State June 4, 1941

at 8:45 o'clock A M.

Recorded in Book 271 Page 432-5

Domestic Corporations

Belle Reeves
Secretary of State.

Filed at request of

Norton Clapp

Tacoma Building

Tacoma, Washington

Filing and recording fee, \$ 5.00

License to June 30, 19, \$

Certificate mailed JUN 9 - 1941

to above address.

Indexed

Photographed

In accordance with Article IV, Section 1 of the By-Laws of The Lakewood Community Players, dba Lakewood Playhouse, a meeting was held via email to approved by quorum the following language of authorization:

“The Board of Directors of Lakewood Playhouse approve Erin Chanfrau, Interim Theater Administrator, to submit Lodging Tax funding request through the City of Lakewood.”

To be ratified at the next board meeting on Sunday, August 27, 2023.

LAKELWOOD PLAYHOUSE

Building community through theater.

5729 Lakewood Towne Center Blvd SW
Lakewood, WA 98499
www.lakewoodplayhouse.org
info@lakewoodplayhouse.org
253-588-0042

Lakewood Playhouse Board of Directors

Chris Blount <i>President</i>	504-723-7994	1525 S. Washington St, Tacoma WA 98405
Paige Hansen <i>Vice President</i>	253-678-5218	6716 Glen Echo Lane SW, Lakewood WA 98499
Gail Thomason <i>Treasurer</i>	253-219-2002	6208 S. Mullen, Tacoma WA 98409
Stephanie Huber <i>Secretary</i>	253-682-7181	11518 90th Ave SW, Lakewood WA 98498
Dr. Thomas Charbonnel <i>Member</i>	253-318-5802	11517 Clover Crest Dr SW, Lakewood WA 98499

LAKEWOOD PLAYHOUSE

Building community through theater.

5729 Lakewood Towne Center Blvd SW
Lakewood, WA 98499
www.lakewoodplayhouse.org
info@lakewoodplayhouse.org
253-588-0042

Board of Directors

Chris Blount
President

Paige Hanson
Vice President

Gail Thomason
Treasurer

Stephanie Huber
Secretary

Dr. Thomas Charbonnel
Member

August 18, 2023

Dear City of Lakewood Lodging Tax Advisory Committee,

This document serves as authorization of The Lakewood Community Players dba Lakewood Playhouse Board of Directors for the below named representative to contractually bind the organization in relation to the City of Lakewood "Application for Fiscal Year 2024 Lodging Tax Grant Funds".

Erin Chanfrau
Interim Theater Administrator
11714 77th Ave Ct SW, Lakewood WA, 98498
253-320-9590

Thank you for your consideration.

Sincerely,
Chris Blount, President
1525 S. Washington St, Tacoma WA 98405
504-723-7994
cjblount504@gmail.com

Lakewood Playhouse Board of Directors



Signature:



WASHINGTON
Secretary of State

Corporations & Charities Division

Contact Information
Tel: 360.725.0377
www.sos.wa.gov/corps

Physical/Overnight address: 801 Capitol Way S Olympia, WA 98501-1226

Mailing Address: PO Box 40234 Olympia, WA 98504-0234

This Box For Office Use Only

Select one filing fee option

☐ Filing Fee \$80 - Default

☒ Filing Fee \$40 - Certification required (section 3)

To Expedite Filing, Add \$50

ARTICLES OF INCORPORATION

Washington Nonprofit Corporation

RCW 24.03A

All fields REQUIRED unless otherwise specified

(1) Do you already have a UBI No.? (Check one) ☒ Yes ☐ No If Yes, provide UBI No.: 601 793 601

If No, a new UBI No. will be issued to you upon successful completion of the filing.

(2) BUSINESS NAME: Lakewood Arts Foundation, Inc.

For name requirements review the following RCW(s): RCW 23.95.305

Does the business have a name reserved? (Check one) ☐ Yes ☒ No If Yes, provide the Reservation Number

Reservation No.: _____

(3) GROSS REVENUE CERTIFICATION:

Per RCW 24.03A.960 does the Nonprofit certify that its total gross revenue in the most recent fiscal year was less than \$500,000? (Check one) ☒ YES ☐ NO (If Yes, the filing fee is reduced to \$40)

(4) CHARITABLE NONPROFIT CORPORATION: If within sections 7 or 8 language indicating a "charitable purpose"; the Nonprofit is a Religious Corporation; or that the Nonprofit is eligible for tax-exempt status under section 501(C)(3) of the Internal Revenue Code, then Yes is required below

Is the Nonprofit Corporation a Charitable Nonprofit as defined by RCW 24.03A.010(5)? (Check one) ☒ YES ☐ NO

(5) MEMBERS: RCW 24.03A.010(45)

Does the Nonprofit Corporation have members? (Check one) ☒ YES ☐ NO

(6) MEMBER NAME(S): (optional) attach additional pages if necessary. If names are provided section (5) will be considered as "yes"

Board President Chris Blount

Name: Vice President Paige Hansen

Name: Secretary Katy Shockman

Name: Treasurer Gail Thompson

Name: Board member Erin Chan
Board member Dr. Thomas Chubb

(7) PURPOSE OF CORPORATION: Purpose for which the nonprofit corporation is organized

Produce Live Theatre / build community / Teach Theatrical Skills

(8) ANY OTHER PROVISIONS: IRS tax exempt language, attach additional pages if necessary

(9) REGISTERED AGENT:

COMMERCIAL REGISTERED AGENT: RCW 23.95.420

A Commercial Registered Agent is a business or individual that is registered with the Office of the Secretary of State to receive legal documents on behalf of a business. The Commercial Registered Agent's address has been registered with our office.

Is the Registered Agent a Commercial Registered Agent? (Check one) ☐ Yes ☒ No

If Yes, provide the name of the Commercial Registered Agent: _____

The Commercial Registered Agent must sign the consent to serve below.

If No, continue below

NON-COMMERCIAL REGISTERED AGENT

A Non-Commercial Registered Agent is an individual, business, or an office or position that is not registered as a Commercial Registered Agent.

Type 1: If an **individual** is serving as the Registered Agent, only provide the individual's first and last name below.

Type 2: If a **business** is serving as the Registered Agent, only provide the name of the business below.

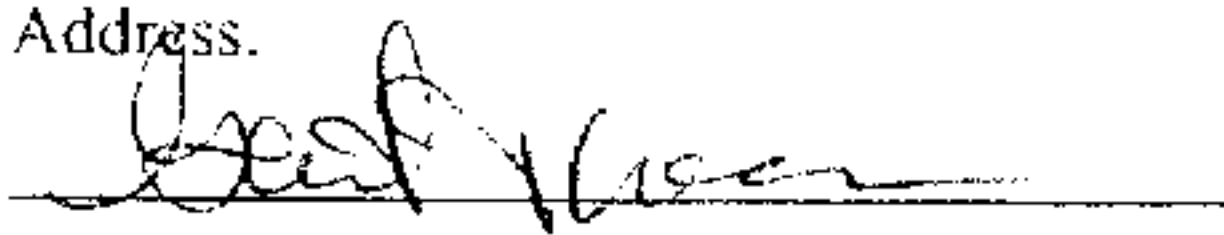
Type 3: If an **office** or **position** within the business is serving as the Registered Agent, only provide the position title such as President, Secretary, Treasurer, or Member below.

Registered Agent: Treasurer

Phone: <u>(253) 588-0042</u>	Email: <u>Treasurer@Lakewoodplayhouse.org</u>
Registered Agent Street Address (required) (Must be a physical address; No PO Box or PMB)	Registered Agent Mailing Address (optional) <input type="checkbox"/> Check if mailing address is the same as street address
Country: <u>United States</u> State: <u>Washington</u>	Country: <u>United States</u> State: <u>Washington</u>
Address: <u>5729 Lakewood Towne Cntr.</u> <u>Blvd.</u>	Address: <u>P.O. Box 99041</u>
Zip: <u>98498</u> City: <u>Lakewood</u>	Zip: <u>98496</u> City: <u>Lakewood</u>

CONSENT TO SERVE AS REGISTERED AGENT - REQUIRED FOR ALL TYPES

I hereby consent to serve as Registered Agent in the State of Washington for the named business. I understand it will be my responsibility to accept service of process, notices, and demands on behalf of the business; to forward mail to the business; and to immediately notify the Office of the Secretary of State if I resign or change the Registered Office Address.

	<u>Gail Thomas Treasurer</u>	<u>3/19/2023</u>
Signature of Registered Agent	Printed Name/Title	Date

(10) PERIOD OF DURATION: Check ONE of the following

☒ This Corporation shall have a perpetual duration (default) ☐ This Corporation shall have a duration of _____ years.

☐ This Corporation shall expire on _____

(11) EFFECTIVE DATE: Check ONE of the following:

☒ Date of filing ☐ Specify a date _____ (cannot be more than 90 days following received date)

(12) INITIAL BOARD OF DIRECTORS: Name and address of each initial director is required, attach additional pages if necessary.

Name: See Attached Address: _____

City: _____ State: _____ Zip: _____

Name: _____ Address: _____

City: _____ State: _____ Zip: _____

(13) DISTRIBUTION OF ASSETS:

In the event of voluntary dissolution, the net assets will be distributed as follows:

To ~~B~~ Like Charities in our community.

(14) RETURN ADDRESS FOR THIS FILING: (optional)

If provided, the confirmation regarding this specific filing will be sent to the address below, in addition to the Registered Agent's address.

Attention: Gail Thomason Treasurer Email: Treasurer@lakeandplayhouse.org

Address: P.O. Box 99041

City: Lake wood State: WA Zip: 98496

(15) INCORPORATOR INFORMATION:

Name, address, and signature required. Attach additional sheets if necessary.

I hereby certify, under penalty of law, that the above information is accurate and complies with the filing requirements of state law.

Name: Gail Thomason

Address: 6208 S. Mullen

City: Tacoma State: WA Zip: 98409 Country: USA

Gail Thomason Gail Thomason Treasurer 3/19/2023
Signature of Incorporator Printed Name/Title Date

7. APPLICATION FOR FISCAL YEAR 2022 LTAC GRANT FUNDING

1a. Project Information

Project Name: Lakewood Sister Cities Association – International Festival

Amount of Lodging Tax Funding Requested: \$ 23,950
(Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")

Total Project Cost: \$ 23,400
(Total Project Amount must match Project Budget column c "Total Project Cost")

1b. Applicant Organization

Name of Applicant Organization: Lakewood Sister Cities Association (LSCA)

Mailing Address: Lakewood Sister Cities Association
c/o 6427 Wildaire Rd SW
Lakewood, WA 98499

Tax ID Number: 31-1639695

Organization Unified Business Identifier (UBI) 601-939-267

UBI Expiration Date: N/A

Type of Organization: Non-Profit
(Non-profit, For-profit, Municipality, Private business, etc.)

1c. Contact:

Name: Connie Coleman-Lacadie

Title: President

Telephone: 253-906-1346

Email: cjlacadie@aol.com

Signature: 

The signatory declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used only for the purposes set forth herein, and verifies that all the information contained in this application is valid and true to the best of his/her knowledge.

2. Project Description

- a. Event Date(s): July 20, 2024
- b. Event Location: Fort Steilacoom Park, 8714 87th Ave SW, Lakewood, WA 98498
- c. If there is a charge or fee for this activity, please describe how much and why.

The event is free to the public.

- d. Please provide a detailed, yet concise **scope of work (mandatory)** and/or proposed project/activity. Include information on the area the project will serve, its expected impact and list the responsible party(s).

The Lakewood Sister Cities Annual International Festival which showcases the diversity of Lakewood and surrounding communities throughout the South Puget Sound area will be participating in their 7th year at Summerfest. The public was definitely ready for something new and exciting and the numbers of over 25,000 attendees reflected that. The lineup for the International Stage was increased and new groups were introduced to our audience which includes entertainment representing our Sister Cities in Japan, Philippines, South Korea and China. We added a professional MC and Sound System Company which made a huge difference in capturing the music of so many cultures. We continue to provide a variety of kid activities to include origami, calligraphy writing in various languages, supported by our Pierce College international students and possibly some Dojo demonstrations. We are contracting with the renowned Seattle Lion Dance and a group of 5 fire dancers to excite and engage with the audience. The community will not want to miss the 2024 International Festival as we bring excitement to their faces and ears through costumes, traditional dance, and music.

3. Beneficiaries

Please list and provide specific information regarding all individuals, businesses, areas, or organizations that will directly benefit from the project/activity.

Beneficiaries include but are not limited to:

- Kids, parents and community members from the surrounding Puget Sound area
- Local businesses
- Vendors from non-profits and commercial
- Service Organizations
- JBLM, LPD, WPFR
- International community
- City of Lakewood
- Lakewood's visiting Sister City delegation from Gimhae, South Korea
- Pierce College Fort Steilacoom

4. Goals/Monitoring

Describe the goals of the project. Will the project result in an increase in overnight stays by visitors in Lakewood? If so, how will this increase be tracked and monitored? How will an increase in the sale of goods

and services as a result of the project be measured? What other short or long-term economic benefits will occur and how will that be tracked? Why do you believe those project/activity outcomes are feasible?

Note - Applicants will be required to submit a post-funding report providing pertinent data evaluating tourism benefits resulting from the use of lodging tax funds as compared with the estimates contained in this application.

Lakewood Sister Cities Association's goals:

- bring the number of participants attending closer to our attendance rates in 2019
- promote international organizations to showcase their contributions to the community
- heighten the excitement of the day's performances by bringing the best performing groups to the International Stage

5. Estimate how the funds will increase the amount of people traveling to Lakewood to stay overnight in paid accommodations.

The support of the Lodging Tax Grant enables LSCA to heighten the element of surprise and excitement by reaching out within our Lakewood community and beyond for groups, organizations and entertainment to participate in the International Festival. The performing groups bring family and friends for an extended stay to visit our restaurants, the Towne Center and other local businesses. The Association and City encourage our sister cities to plan their delegation to consider visiting during this time to enjoy our city and the festival which equates to as many as 5-6 nights.

6. Estimate how the funds will increase the amount of people traveling to Lakewood from more than 50 miles from their residences.

It has become tradition to invite international groups to perform from the South Puget Sound areas as well as north and south of Lakewood. Travels could be as far as 50 miles in any one direction. Their family and friends add to the support of question 5 to assist with the performances, provide additional transportation for equipment and costumes, and above all provide moral support.

7. Estimate how the funds will increase the amount of people traveling to Lakewood from outside their state or country.

Annually we invite our sister cities to send a delegation or provide a world-renowned group to participate in the International Festival. This increases the number of visitors from outside of the country of 5-15 for up to a week.

8. Funding Requirements

Due to funding constraints, partial funding may be recommended by the LTAC. If partial funding is received, how will that impact the project/activity? Please describe:

Partial funding always has an impact on LSCA's ability to host this event with professional entertainment and acoustics. We try very hard to provide the best of the best. As we all know expenses increase each year. Since COVID we have witnessed the highest increases. LSCA always reviews the end result of audience participation, performer's feedback, and expenses to note value added. Without full funding the value added decreases. As with most ventures it is hard to foresee additional increases in costs such as gas or any unforeseen changes or additional costs to the venue such as sound equipment, etc.

9. Use of Funds

Provide detail on how the funds will be used. For example, \$20,000 of the funds will be used for marketing, \$5,000 for administration, \$10,000 for Consultants, etc.

Funding will be used as:

- **\$10,000 – 14-16 international and local themed entertainment groups**
- **\$5,750 – Contract services, supplies/admin**
- **\$5,000 – Marketing**
- **\$3,200 – Professional Sound System**

10. Project Budget (for non-capital projects). Do not include in-kind contributions.

Income: A diversified funding base is important to the success of any project. Please list all other sources of funding for the project, both anticipated and confirmed and when that funding will be available to the project. Include your own funding, sponsorships, other grants, etc.

Funding Source: List all revenue sources anticipated for 2023. Do not include requested Lodging Tax Funds	Amount	Confirmed? Yes/No	Date Available
Sponsors	\$350	No	UNK
Vendors	\$200	No	UNK
	\$		
	\$		
	\$		
	\$		
	\$		

Expenses: Based on full funding, please list project costs.

Note: Certain expenses may not be reimbursable, at the sole discretion of the City of Lakewood.

You will only be reimbursed at the authorized rates. Insurance is not an eligible cost.

	a. Lodging Tax Funds Requested *	b. Other Funds (Do not include "in-kind" dollars)	c. Total Project Cost **
Personnel (salaries & benefits)	\$0	\$0	\$0
Administration (rent, utilities, postage, supplies, janitorial services, etc.)	\$3,750	\$200	\$3,550
Marketing/Promotion	\$5,000	\$350	\$4,650
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	\$0	\$0	\$0
Minor Equipment (computers, desks, etc.)	\$0	\$0	\$0
Travel	\$0	\$0	\$0
Contract Services Describe below	\$2,000	\$0	\$2,000
Other Describe below	\$13,200	\$0	\$13,200
TOTAL COST	\$23,950	\$550	\$23,400
Description for Direct Sales Activities, Contract Services, Travel and Others	Contract Services: Professional MC, international demos, kids activities, face painter Other: Entertainment groups (16) and Professional sound system		
In-Kind Contributions	APCC, Fort Steilacoom Pierce College International Department, LSCA Board of Directors, Lakewood First Lions Club		

**Amount in column a "Lodging Tax Funds Requested" must match "Amount of Lodging Tax Funding Requested" under 1a of application. ** Amount in column c "Total Project Cost" must match "Total Project Cost" under 1a of application.*

11. Funding History

a. Was this project funded with Lakewood lodging tax funds in fiscal year 2023? ☒ Yes ☐ No

b. If you answered yes to 11a, how much funding did you receive in 2023? \$ 9,000

c. If you answered no to 11a, what is the last year Lakewood funding was received and how much?

Year	Amount awarded	No previous funding

11d. Indicate what efforts have been made to access funding from additional sources?

Soliciting sponsors, donors and vendors

12. Coordination and Collaboration

Please provide information about any other organizations or agencies involved in this project/activity. Describe their level of involvement. Describe how this project coordinates with other tourism promotion efforts or services in the area, including Chambers of Commerce, local festivals, local lodging and restaurants. You may attach up to three letters of support from these organizations.

Other organizations or agencies involved and level of support:

- City of Lakewood Summerfest includes the International Festival poster in their marketing issues and a link on their website
- Fort Steilacoom Pierce College International Education Department reaches out to local and international students to oversee the kid's projects, posts link to website and social media
- Lakewood Chamber of Commerce provides email blasts promoting the International Festival
- Asian Pacific Culture Center (APCC) provides email blasts promoting International Festival to members, posts link on their website and provides staff support to secure entertainment contacts
- Various local and international organizations provide social media coverage
- LSCA shares information with family, friends and colleagues on social media with request to share with their circle of influence

13. Capital Projects Budget

Note: A capital project requires a proportional degree of city ownership in the facility. Therefore, capital projects where there is **no city ownership are not eligible** to receive funding.

Supporting the Capital Expenditures and/or Operation of City Tourism-Related Facilities

FUNDING/TIMELINE	Responsible Parties, Methods, Means	Begin (Dates or Periods)	End (Dates or Periods)	Amount Requested From Lodging Funds	Other Funds Committed or Proposed*	TOTALS
Design & Inspection				\$	\$	\$
Other Consultants				\$	\$	\$
Permits & Fees				\$	\$	\$
Land Acquisition				\$	\$	\$
Site Development & Landscape				\$	\$	\$
Buildings (New Construction)				\$	\$	\$
Building Renovations (Includes Access)				\$	\$	\$
Other (Specify) <i>Insurance is not an eligible cost.</i>				\$	\$	\$
TOTAL				\$	\$	\$

*If other funds are committed, please attach a letter of commitment from the funding source.

14. Certification

The applicant hereby certifies and confirms:

1. That it does not now nor will it during the performance of any contract resulting from this proposal unlawfully discriminate against any employee, applicant for employment, client, customer, or other person(s) by reason of race, ethnicity, color, religion, age, gender, national origin, or disability;
2. That it will abide by all relevant local, state, and federal laws and regulations;
3. That it has read and understands the information contained in this application for funding and is in compliance with the provisions thereof, and;
4. That the individual signing below has the authority to certify to these provisions for the applicant organization, and declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used for the purposes set forth herein.

Primary Signature:



Connie Coleman-Lacadie, President

August 20, 2023

Printed Name & Title of Chief Administrator/Authorizing Official

Date

15. E-Verify Requirements for Contractors & Certification

By Ordinance, the City of Lakewood requires that all contractors who enter into agreements to provide services or products to the City use the Department of Homeland Security's E-Verify system when hiring new employees for the term of the contract.

E-Verify is an electronic system designed to verify the documentation of job applicants. It is run by the Department of Homeland Security.

Who is affected?

- All contractors doing business for the City of Lakewood.
 - There is no minimum dollar value for contracts affected.
- All subcontractors employed by the general contractor on these contracts.

Are there exceptions?

- Contracts for "Commercial-Off-The-Shelf" items are exempted from this requirement.
- Individuals, Companies, or other organizations that do not have employees.

How long must the contractor comply with the E-Verify system?

- For at least the term of the contract.

Are there other stipulations?

- E-Verify must be used ONLY for NEW HIRES during the term of the contract. It is NOT to be used for EXISTING EMPLOYEES.
- E-Verify must be used to verify the documentation of ANY new employee during the term of the contract, not just those directly or indirectly working on deliverables related to the City of Lakewood contract.

How will the City of Lakewood check for compliance?

- All contractors will retain a copy of the E-Verify Memorandum of Understanding that they execute with the Department of Homeland Security AND
- Sign and submit to the City an Affidavit of Compliance with their signed contract.
- All General Contractors will be required to have their subcontractors sign an Affidavit of Compliance and retain that Affidavit for 4 years after end of the contract.
- The City of Lakewood has the right to audit the Contractor's compliance with the E-Verify Ordinance.

Further information on E-Verify can be found at the following website: <https://www.e-verify.gov>

If you have questions about the City's E-Verify Ordinance, please contact the City of Lakewood's legal department prior to contracting with the City.

CITY OF LAKEWOOD

AFFIDAVIT OF COMPLIANCE WITH LAKEWOOD MUNICIPAL CODE 1.42
"E-VERIFY"

As the person duly authorized to enter into such commitment for

Lakewood Sister Cities Association (LSCA)

COMPANY OR ORGANIZATION NAME

I hereby certify that the Company or Organization named herein will

(Check one box below)

☒ Be in compliance with all of the requirements of City of Lakewood Municipal Code Chapter 1.42 for the duration of the contract entered into between the City of Lakewood and the Company or Organization.

- OR -

☐ Hire no employees for the term of the contract between the City and the Company or Organization.

Signature



Connie Coleman-Lacadie, President
Print Name and Title

August 20, 2023
Date

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: **100130 2004**

LAKESIDE SISTER CITIES ASSOCIATION
6000 MAIN ST. SW
LAKESIDE, WA 98499

Employer Identification Number:
21-2534695

DEIN:

17052397718063

Contact Person:

ERIC J. BERTSELSEN

IDN 31323

Contact Telephone Number:

(877) 829-5500

Public Charity Status:

170(b)(1)(a)(vi)

RECEIVED

FEB 3 2004

Dear Applicant:

CITY CLERK'S OFFICE

Our letter dated May 1999, stated you would be exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code, and you would be treated as a public charity during an advance ruling period.

Based on our records and on the information you submitted, we are pleased to confirm that you are exempt under section 501(c)(3) of the Code, and you are classified as a public charity under the Code section listed in the heading of this letter.

Publication 557, Tax-Exempt Status for Your Organization, provides detailed information about your rights and responsibilities as an exempt organization. You may request a copy by calling the toll-free number for forms, (800) 829-3676. Information is also available on our Internet Web Site at www.irs.gov.

If you have general questions about exempt organizations, please call our toll-free number shown in the heading between 8:00 a.m. - 6:30 p.m. Eastern time.

Please keep this letter in your permanent records.

Sincerely yours,



Lois G. Lerner
Director, Exempt Organizations
Rulings and Agreements

Letter 1050 (00/06)

2024 Festival Budget (\$23,950)				
Expenses	Est Cost	Actual	Total Paid	Service/ Product
Marketing	\$5,000.00			Freedom Fair, Showcase Media, New Member Guide, Posters, Farmer's Market, etc.
Entertainment	\$10,000.00			14 International themed groups, local groups, Fire Dancer, Lion Dance
Sound System	\$3,200.00			Professional Company
Contract Services	\$2,000.00			Professional MC, international demos, kid activities, face painter
Supplies/Admin	\$3,750.00			Pavilion, tents, shade fans, set up/breakdown crews, maintenance support
Total	\$23,950.00	\$0.00	\$0.00	

**Lakewood Sister Cities Association
2024 International Festival
Marketing Plan**

The Lodging Tax Grant funds of \$23,950 will be used for:

- Marketing - \$5,000
 - Freedom Fair, Showcase Media, New Member Guide (JBLM), Posters, Farmer's Market, Suburban Times, Military Newspapers, international newspapers
- Entertainment – \$10,000
 - 14 international groups, local groups, Lion Dance, Fire Dancers
- Sound System (Professional) \$3,200
- Contract Services - \$1,500
 - Set up/breakdown crews, maintenance support, international demos, kid activities, face painter
- Supplies/Admin - \$750
 - Miscellaneous
- Tents - \$2,000
 - 2 – 10x10 w/sides and logo
 - 3-4 Shade Fans (w/structure)
- MC - \$500
- Pavilion - \$1,000

**Lakewood Sister Cities Association
Balance Sheet**

	2016	2017	2018	2019	2020	2021	2022
Cash on Hand	\$10,523.38	\$8,972.24	\$9,210.14	\$9,157.02	\$25.20	\$1,556.90	\$1,846.70
Revenues	\$8,700.00	\$9,368.35	\$8,017.12	\$9,918.80	\$3,123.70	\$6,104.93	\$11,503.50
Expenses	\$10,251.14	\$9,130.45	\$8,070.24	\$19,101.02	\$1,592.00	\$5,814.93	\$9,706.20
Total Net Assets	\$8,972.24	\$9,210.14	\$9,157.02	\$25.20	\$1,556.90	\$1,846.70	\$3,644.20

LAKEWOOD SISTER CITIES BOARD MEMBERS



NAMES & ADDRESSES
Councilmember Michael Brandstetter (COUNCIL LIAISON/ TREASURER) 6427 Wildaire Rd SW Lakewood WA 98499 253.230.5406
Connie J. Coleman-Lacadie (PRESIDENT) 10208 101 st Ave. CT SW Lakewood, WA 98498 253.906.1346 Michael R. Lacadie (BOARD MEMBER) Same Address as above 253.906.1346
Kathleen Hoban (VICE PRESIDENT) 10204 101 st Ave Ct SW Lakewood, WA 98498 253.720.1998
Vacant (SECRETARY)
Mr. Herb Stumpf (BOARD MEMBER) 11718 Terry Lake Rd SW Lakewood, WA 98498-2715 253.582.3073
Mr. James Kim (BOARD MEMBER) 1551 Bay Hill Avenue Fircrest, WA 98466 253.250.1210
Enrico Picardal (BOARD MEMBER) 253.212.8498
Julia Woodworth (BOARD MEMBER) 253.381.3304



LAKEWOOD SISTER CITIES ASSOCIATION
6427 Wildaire Rd SW
Lakewood, WA 98499

Honorary Ex-Officio

Mayor Jason Whalen

Council Liaison

Councilmember Michael Brandstetter

Board of Directors

President - Connie Coleman-Lacadie

Vice-President - Kathleen Hoban

Treasurer - Mike Brandstetter

Secretary - Vacant

James Kim

Michael Lacadie

Enrico Picardal

Herb Stumpf

Julia Woodworth

Members

Charles Ames

City of Lakewood

Jay Cushman

Linda Farmer

Pierce College - Fort Steilacoom

Shane & Lisa Klinkhammer

Eric Warn

August 10, 2023

Lodging Tax Advisory Committee
Lakewood Lodging Tax Grant Program
City of Lakewood
6000 Main Street SW
Lakewood, WA 98499

Dear Lodging Tax Advisory Committee Members:

The Lakewood Sister Cities Association (LSCA) Board of Directors' authorize the following individual to serve as their representative.

Connie Coleman-Lacadie, President, 10208 101st Ave Ct SW,
Lakewood, WA 98498, 253.906.1346

The board moved, seconded and voted in favor to authorize the appointed representative to submit the Lodging Tax Grant Application.

This authorization will be reviewed annually.

With Regards,

Connie Coleman-Lacadie
President
Lakewood Sister Cities Association

ARTICLES OF INCORPORATION

OF

LAKEWOOD SISTER CITIES ASSOCIATION

The undersigned, residents of the State of Washington, a majority of whom are citizens of the United States, desiring to form a Non-Profit Corporation under the Non-Profit Corporation Law (Revised Code of Washington 24.03), do hereby certify:

ARTICLE I - NAME

The name of the Corporation shall be LAKEWOOD SISTER CITIES ASSOCIATION.

ARTICLE II - REGISTERED OFFICE

The address of the initial registered office of this Corporation is c/o City of Lakewood, 10510 Gravelly Lake Drive SW, Suite 206, Lakewood, Washington 98499, Pierce County, and the name of its initial registered agent at such address is ALICE M. BUSH. The written consent of such person to serve as registered agent is attached hereto.

ARTICLE III - PURPOSES

The purposes for which this Corporation, a nonprofit charitable organization, is formed are:

1. To provide a forum for community involvement in Lakewood's sister city relationships and to encourage educational, cultural, economic, trade, and tourism opportunities for the greater Lakewood community through the sister city experience; and
2. To engage in any other lawful activity which may hereafter be authorized from time to time by the membership of the Association; provided, however, that the purposes for which the Corporation is formed shall at all times be consistent with Section 501(c) (3) of the Internal Revenue Code.

ARTICLE IV - MEMBERSHIP

The management of this Corporation shall be vested in the membership of the Association. The membership, and the method of selecting officers, shall be fixed by the Bylaws of this Corporation; provided, that the initial officers shall be two in number and their names and addresses are:

Name**Address****Pat Cavendish****Pierce College
9401 Farwest Drive SW
Lakewood, WA 98498****Lua Pritchard****125 E. 96th Street
Tacoma, WA 98445**

The initial officers shall serve until the first organizational meeting of the membership of the Association and until their successors are appointed and qualified.

ARTICLE V - POWERS

This Corporation shall have the power to do all lawful acts or things necessary, appropriate, or desirable to carry out and in furtherance of its purposes described in Article III which are consistent with the Washington Nonprofit Corporation Act and Section 501(c) (3) of the Internal Revenue Code.

ARTICLE VI - INFLUENCE LEGISLATION

No substantial part of the activities of this Corporation shall be carrying on of propaganda, or otherwise attempting to influence legislation, and this Corporation shall not participate in, or intervene in (including the publishing or distribution of statements) any political campaign on behalf of or in opposition to any candidate for public office. Notwithstanding any other provision of these articles, this Corporation shall not carry on any other activities not permitted to be carried on:

- (a) By a Corporation exempt from federal income tax under Section 501(c) (3) of the Internal Revenue Code, or the corresponding section of any future federal tax code, or
- (b) By a Corporation, contributions to which are deductible under Section 170 (c) (2) of the Internal Revenue Code, or the corresponding section of any future federal tax code.

ARTICLE VII - BYLAWS

ARTICLE VIII - LIMITATIONS

This Corporation shall have no capital stock, and no part of the net earnings of this Corporation shall inure, in whole or in part, to the benefit of, or be distributable to, any member, officer, trustee, director, or other private person having a personal or private interest in the activities of the Corporation, or to any person or organization other than an organization which is exempt from federal income taxation under Sections 501(a) and 501(c) (3) of the Internal Revenue Code, except that the Corporation shall be authorized and empowered to pay reasonable compensation for services rendered and to make payments and distributions in furtherance of the purposes set forth in Article III hereof.

ARTICLE IX - TRANSACTION INVOLVING DIRECTORS

1. No contracts or other transactions between this Corporation and any other Corporation, and no act of this Corporation shall in any way be affected or invalidated by the fact that any director of this Corporation is pecuniarily or otherwise interested in, or is a trustee, director, or officer of, such other Corporation.
2. Any member and officer, individually, or any firm of which any trustee may be a member, may be a party to, or may be pecuniarily or otherwise interested in, any contracts or transactions of the Corporation; provided, that the fact that such member and officer or such firm is so interested shall be disclosed to or shall have been known by the Association or a majority thereof.

ARTICLE X - DISTRIBUTIONS UPON DISSOLUTION

Upon the dissolution of this Corporation, all of its assets remaining after payment of creditors shall be distributed for one or more exempt purposes within the meaning of Section 501(c) (3) of the Internal Revenue Code, or the corresponding section of any future federal tax code, or shall be distributed to the federal government, or to a state or local government, for a public purpose. Any such assets not so disposed of shall be disposed of by a Court of Competent Jurisdiction of Pierce County, exclusively for such purposes or to such organization or organizations, as said Court shall determine, which are organized and operated exclusively for such purposes. In no event shall any of the Corporation's assets be distributed to the officers, directors, or members of the Corporation.

ARTICLE XI - AMENDMENTS

This Corporation reserves the right to amend, alter, change, or repeal any provision contained in these Articles of Incorporation by the affirmative vote of a majority of the members present at a meeting of the Association.

ARTICLE XII - DURATION

The period of duration of this Corporation shall be perpetual.

ARTICLE XIII - INCORPORATOR

The name and address of the incorporator is:

Name

Address

Pat Cavendish

c/o City of Lakewood
10510 Gravelly Lake Dr. SW, Suite 206
Lakewood, WA 98406

DATED: _____

Incorporator

CONSENT TO APPOINTMENT OF REGISTERED AGENT

I, ALICE M. BUSH, hereby consent to serve as registered agent, in the State of Washington, for LAKEWOOD SISTER CITIES ASSOCIATION. I understand that as agent for the Corporation, it will be my responsibility to accept service of process in the name of the Corporation; to forward all mail and license renewals to the appropriate officer of the Corporation; and to immediately notify the Office of the Secretary of State of my resignation or of any changes in the address of the registered office of the Corporation for which I am agent.

DATED: _____

ALICE M. BUSH, CMC
General Services Director/City Clerk
City of Lakewood
10510 Gravelly Lake Dr. SW, Suite 206
Lakewood, WA 98499

August 21, 2023

City of Lakewood
Lakewood Lodging Tax Grant
6000 Main Street SW, Lakewood, WA 98499

Dear Grant Review Committee,

This City of Lakewood Parks and Recreation department is pleased to partner with Lakewood Sister Cities Association (LSCA) for the 9th Annual LSCA International Festival at Summerfest in 2024. This is a worthwhile project that will honor and celebrate the diversity of our community. Performers from around the Puget Sound area showcase their international culture throughout the day. People from all over Washington and even outside the State will come together to experience the exciting traditional dress, dance and music representing many cultures.

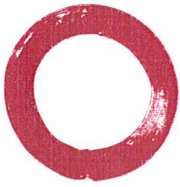
Prior to Lakewood Sister Cities being a partner at SummerFEST the audience at the event was not representative of the many diverse cultures living in Lakewood. Over the last eight years that they have been involved by organizing and hosting live entertainment all day long, from over 14 countries, the crowd at SummerFEST is extremely diverse. The involvement of Lakewood Sister Cities fundamentally helped to increase and diversify the participants at Summerfest by making everyone feel welcome and included. Their partnership is invaluable.

Please feel free to contact me if I can be of further assistance at 253.983.7758. The City of Lakewood Lodging Tax Grant funding for the 9th Annual LSCA International Festival would be an investment in a stronger, healthier, more vibrant community and would bring thousands of people to visit the great City of Lakewood. We truly hope that the City will fully support this event.

Sincerely,

A handwritten signature in cursive script that reads "Sally Martinez". The signature is written in dark ink and is positioned above the printed name.

Sally Martinez
Parks and Recreation Coordinator



ASIA
PACIFIC
CULTURAL
CENTER
SINCE 1996

4851 So. Tacoma Way
Tacoma, WA 98409
253.383.3900
253.292.1551 F
www.asiapacificculturalcenter.org

August 21, 2023

City of Lakewood Lodging Tax Committee
6000 Main Street
Lakewood, WA 98499

Dear Review Committee:

This letter is to recommend the Lakewood Sister Cities Association to be approved for the 2024 Lodging Tax Fund. Asia Pacific Cultural Center has been a partner of the LSCA for many years and we will continue to support each other to serve the residents of Lakewood in the years to come. We provide cultural performances support to LSCA, especially for their International Festival every year. We enjoy working with Connie Coleman Lacadie and her team. Please consider funding the LSCA again for 2024 to help them produce for the International Festival 2024.

Asia Pacific Cultural Center is a 26 years old non profit 501c3 organization with a mission to bridge communities and generations through arts, culture, education and business. We serve over 150,000 people per year statewide. Over twelve percent of City of Lakewood's population is made up of Asian Americans Native Hawaiians and Pacific Islander people who speak many different languages and with many unique cultures.

Please let me know if you should have questions regarding this letter at 253-590-7457 or email faaluaina@asiapacificculturalcenter.org.

Sincerely,

Faaluaina Pritchard
Executive Director



LAKESIS-01

NHALE

CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

4/4/2023

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER Fournier 5712 Orchard St. W. University Place, WA 98467	CONTACT NAME: Nora Hale	
	PHONE (A/C, No, Ext): (253) 565-9602 FAX (A/C, No): (253) 473-5363	
	E-MAIL ADDRESS: norah@fournierinsurance.com	
INSURED Lakewood Sister Cities Assn. c/o Mike Brandstetter 6427 Wildaire Rd SW Lakewood, WA 98499	INSURER(S) AFFORDING COVERAGE	NAIC #
	INSURER A: American Fire and Casualty Company	24066
	INSURER B:	
	INSURER C:	
	INSURER D:	
	INSURER E:	
	INSURER F:	

COVERAGES

CERTIFICATE NUMBER:

REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC <input type="checkbox"/> OTHER			BLA56480197	5/3/2023	5/3/2024	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 1,000,000 MED EXP (Any one person) \$ 15,000 PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COMP/OP AGG \$ 2,000,000
	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO OWNED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> HIRED AUTOS ONLY <input type="checkbox"/> NON-OWNED AUTOS ONLY						COMBINED SINGLE LIMIT (Ea accident) \$ BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$
	UMBRELLA LIAB <input type="checkbox"/> OCCUR EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE DED <input type="checkbox"/> RETENTION \$ <input type="checkbox"/>						EACH OCCURRENCE \$ AGGREGATE \$
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) <input type="checkbox"/> Y/N If yes, describe under DESCRIPTION OF OPERATIONS below		N/A				PER STATUTE <input type="checkbox"/> OTH-ER <input type="checkbox"/> E L EACH ACCIDENT \$ E L DISEASE - EA EMPLOYEE \$ E L DISEASE - POLICY LIMIT \$

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

CERTIFICATE HOLDER

CANCELLATION

City of Lakewood
6000 Main Street
Lakewood, WA 98499

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE

7. APPLICATION FOR FISCAL YEAR 2024 LTAC GRANT FUNDING

1a. Project Information

Project Name: | City of Lakewood Gimhae, South Korea delegation visit |

Amount of Lodging Tax Funding Requested: | \$35,000 |
(Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")

Total Project Cost: | \$35,000 |
(Total Project Amount must match Project Budget column c "Total Project Cost")

1b. Applicant Organization

Name of Applicant Organization: | City of Lakewood City Manager Department |

Mailing Address: | 6000 Main Street SW |
| Lakewood, WA |
| 98499 |

Tax ID Number: | 91-1698185 |

Organization Unified Business Identifier (UBI) | |
UBI Expiration Date: | |

Type of Organization: | Municipality |
(Non-profit, For-profit, Municipality, Private business, etc.)

1c. Contact:

Name: | Brynn Grimley |

Title: | Communications Manager |

Telephone: | 253-983-7761 |

Email: | bgrimley@cityoflakewood.us |

Signature: 

The signatory declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used only for the purposes set forth herein, and verifies that all the information contained in this application is valid and true to the best of his/her knowledge.

2. Project Description

- a. Event Date(s): July 2024
- b. Event Location: Locations around Lakewood and greater Pierce County
- c. If there is a charge or fee for this activity, please describe how much and why.

N/A

- d. Please provide a detailed, yet concise **scope of work (mandatory)** and/or proposed project/activity. Include information on the area the project will serve, its expected impact and list the responsible party(s).

The City of Lakewood in partnership with the Lakewood Sister Cities Association will host a delegation of approximately 10 people from its Sister City Gimhae, South Korea during the summer of 2024. Mayor Jason Whalen extended the invitation in 2023 shortly after returning from a Sister City visit to Gimhae, South Korea to meet with the Mayor, Council Chairman and meet other dignitaries while participating as an honored guest in the Gimhae Gaya Cultural Festival.

Proposed activities/events for the Mayor of Gimhae and Council Chairman and their delegation are to:

- Attend SummerFEST and the Lakewood Sister Cities International Festival on July 20, 2024 and share greetings.
- Visit area sites of interest to showcase Lakewood, Pierce County and our state.
- Visit with community partner agencies to showcase how we serve our community through different ways.

This project will serve the people of Lakewood by strengthening our ties with a new Sister City (we officially became sister cities in December 2022), and expanding on our shared interests including economic development opportunities, support of families, promotion of education and cultural awareness.

3. Beneficiaries

Please list and provide specific information regarding all individuals, businesses, areas, or organizations that will directly benefit from the project/activity

Beneficiaries include, but are not limited to:

- City of Lakewood
- Pierce Transit
- Local businesses
- Lakewood residents
- Local artists
- Nisqually Tribe

4. Goals/Monitoring

Describe the goals of the project. Will the project result in an increase in overnight stays by visitors in Lakewood? If so, how will this increase be tracked and monitored? How will an increase in the sale of goods and services as a result of the project be measured? What other short or long-term economic benefits will occur and how will that be tracked? Why do you believe those project/activity outcomes are feasible?

Note - Applicants will be required to submit a post-funding report providing pertinent data evaluating tourism benefits resulting from the use of lodging tax funds as compared with the estimates contained in this application.

The plan is to visit Lakewood dining facilities and retail businesses for the duration of their visit.

As we continue to strengthen the relationship with Gimhae leaders, we anticipate continued exchanges that go beyond municipal interests. This could include student exchanges, cultural exchanges and more. Already Gimhae has generously supported Lakewood during the COVID pandemic when the city shipped Personal Protective Equipment (PPE) directly to the city at a time when it was next to impossible to buy it in the United States.

Since visiting Gimhae in May 2023, Gimhae representatives have maintained regular communication with City of Lakewood staff, requesting information and engaging on day-to-day interactions. Continuation of this budding relationship and reciprocating the generosity experienced by Lakewood representatives that visited in May 2023 is critical for the success of this sister city relationship in the future.

5. Estimate how the funds will increase the amount of people traveling to Lakewood to stay overnight in paid accommodations.

The support of this visit through Lodging Tax monies allows the City of Lakewood to provide a welcoming reception to the visiting delegation. It shows we value their generosity, their friendship and that we welcome them warmly to Lakewood. With the partnership of the Lakewood Sister Cities Association, we will invite members of key Korean organizations and community leaders to join us for some of our events, which may include overnight stays in hotels. By showcasing Lakewood as a destination, we also hope that through word of mouth our guests will share their experience with friends and family, encouraging them to one day visit Lakewood.

6. Estimate how the funds will increase the amount of people traveling to Lakewood from more than 50 miles from their residences.

We know at least 10 people will arrive with the delegation from South Korea. Additionally other invited guests from 50 miles away may choose to stay in Lakewood as part of the visit.

7. Estimate how the funds will increase the amount of people traveling to Lakewood from outside their state or country.

Being able to host the delegation from South Korea with the assistance of LTAC monies guarantees we'll be able to host people from outside of the state and country for this visit.

8. Funding Requirements

Due to funding constraints, partial funding may be recommended by the LTAC. If partial funding is received, how will that impact the project/activity? Please describe:

Partial funding could have a significant impact on our ability to provide a first class experience for the hosted delegation. It was clear during the May 2023 visit to South Korea that Lakewood has not met the standard for international exchanges and has room to improve when it comes to playing host.

9. Use of Funds

Provide detail on how the funds will be used. For example, \$20,000 of the funds will be used for marketing, \$5,000 for administration, \$10,000 for Consultants, etc.

- \$30,000 hosting expenses for lodging, meals and transportation
- \$5,000 for incidentals like welcome and farewell dinner, formal gift exchanges and miscellaneous expenses.

10. Project Budget (for non-capital projects). Do not include in-kind contributions.

<i>Income: A diversified funding base is important to the success of any project. Please list all other sources of funding for the project, both anticipated and confirmed and when that funding will be available to the project. Include your own funding, sponsorships, other grants, etc.</i>			
Funding Source: List all revenue sources anticipated for 2024. Do not include requested Lodging Tax Funds	Amount	Confirmed? Yes/No	Date Available
N/A	\$		
	\$		
	\$		
	\$		
	\$		
	\$		
	\$		
<i>Expenses: Based on full funding, please list project costs.</i> <i>Note: Certain expenses may not be reimbursable, at the sole discretion of the City of Lakewood.</i> <i>You will only be reimbursed at the authorized rates. Insurance is not an eligible cost.</i>			
	a. Lodging Tax Funds Requested *	b. Other Funds (Do not include "in-kind" dollars)	c. Total Project Cost **
Personnel (salaries & benefits)	\$	\$	\$
Administration (rent, utilities, postage, supplies, janitorial services, etc.)	\$	\$	\$
Marketing/Promotion	\$	\$	\$
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	\$	\$	\$
Minor Equipment (computers, desks, etc.)	\$	\$	\$
Travel	\$30,000	\$	\$30,000
Contract Services Describe below	\$	\$	\$
Other Describe below	\$5,000	\$	\$5,000
TOTAL COST	\$	\$	\$
Description for Direct Sales Activities, Contract Services, Travel and Others	Travel is for hotel rooms, meals (lunches and dinners), transportation costs (hope to charter shuttle buses with charter bus drivers); does not include airfare. Other is for welcome and farewell dinner, formal gift presentations, other incidentals.		
In-Kind Contributions	City of Lakewood, Lakewood Sister Cities Association board of directors, other community partners		

*Amount in column a "Lodging Tax Funds Requested" must match "Amount of Lodging Tax Funding Requested" under 1a of application. ** Amount in column c "Total Project Cost" must match "Total Project Cost" under 1a of application.

11. Funding History

a. Was this project funded with Lakewood lodging tax funds in fiscal year 2023? ☒ Yes ☐ No

b. If you answered yes to 11a, how much funding did you receive in 2023? \$21,500

c. If you answered no to 11a, what is the last year Lakewood funding was received and how much?

Year Amount awarded

No previous funding ☐

11d. Indicate what efforts have been made to access funding from additional sources?

In the past, Lakewood Sister Cities Association has solicited sponsors and donors to assist with funding. The support from those efforts has been minimal. The Lakewood City Council has also offered some support through budget allocations.

12. Coordination and Collaboration

Please provide information about any other organizations or agencies involved in this project/activity. Describe their level of involvement. Describe how this project coordinates with other tourism promotion efforts or services in the area, including Chambers of Commerce, local festivals, local lodging and restaurants. You may attach up to three letters of support from these organizations.

Historically Lakewood Sister Cities Association has applied for funding to support the visits of international delegations from the city's sister and friendship cities. While the City of Lakewood is initiating the request for 2024, the City will work closely with the nonprofit Sister Cities association to continue its support of the association's fostering and development of these important international relationships.

The City will also call on other partners like Pierce Transit, The Nisqually Indian Tribe, Asia Pacific Cultural Center, Korean Women's Association, Lakewood Chamber of Commerce and local civic groups to engage them in the visit. This will include promoting the visit through their various communication channels, including social media, email newsletters and more.

13. Capital Projects Budget

*Note: A capital project requires a proportional degree of city ownership in the facility. Therefore, capital projects where there is **no city ownership are not eligible** to receive funding.*

Supporting the Capital Expenditures and/or Operation of City Tourism-Related Facilities

FUNDING/TIMELINE	Responsible Parties, Methods, Means	Begin (Dates or Periods)	End (Dates or Periods)	Amount Requested From Lodging Funds	Other Funds Committed or Proposed*	TOTALS
Design & Inspection				\$	\$	\$
Other Consultants				\$	\$	\$
Permits & Fees				\$	\$	\$
Land Acquisition				\$	\$	\$
Site Development & Landscape				\$	\$	\$
Buildings (New Construction)				\$	\$	\$
Building Renovations (Includes Access)				\$	\$	\$
Other (Specify) <i>Insurance is not an eligible cost.</i>				\$	\$	\$
TOTAL				\$	\$	\$

*If other funds are committed, please attach a letter of commitment from the funding source.

14. Certification

The applicant hereby certifies and confirms:

1. That it does not now nor will it during the performance of any contract resulting from this proposal unlawfully discriminate against any employee, applicant for employment, client, customer, or other person(s) by reason of race, ethnicity, color, religion, age, gender, national origin, or disability;
2. That it will abide by all relevant local, state, and federal laws and regulations;
3. That it has read and understands the information contained in this application for funding and is in compliance with the provisions thereof, and;
4. That the individual signing below has the authority to certify to these provisions for the applicant organization, and declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used for the purposes set forth herein.

Primary Signature:



John Caulfield, City Manager, City of Lakewood

Printed Name & Title of Chief Administrator/Authorizing Official

Date 8/21/2022

15. E-Verify Requirements for Contractors & Certification

By Ordinance, the City of Lakewood requires that all contractors who enter into agreements to provide services or products to the City use the Department of Homeland Security's E-Verify system when hiring new employees for the term of the contract.

E-Verify is an electronic system designed to verify the documentation of job applicants. It is run by the Department of Homeland Security.

Who is affected?

- All contractors doing business for the City of Lakewood.
 - There is no minimum dollar value for contracts affected.
- All subcontractors employed by the general contractor on these contracts.

Are there exceptions?

- Contracts for "Commercial-Off-The-Shelf" items are exempted from this requirement.
- Individuals, Companies, or other organizations that do not have employees.

How long must the contractor comply with the E-Verify system?

- For at least the term of the contract.

Are there other stipulations?

- E-Verify must be used ONLY for NEW HIRES during the term of the contract. It is NOT to be used for EXISTING EMPLOYEES.
- E-Verify must be used to verify the documentation of ANY new employee during the term of the contract, not just those directly or indirectly working on deliverables related to the City of Lakewood contract.

How will the City of Lakewood check for compliance?

- All contractors will retain a copy of the E-Verify Memorandum of Understanding that they execute with the Department of Homeland Security AND
- Sign and submit to the City an Affidavit of Compliance with their signed contract.
- All General Contractors will be required to have their subcontractors sign an Affidavit of Compliance and retain that Affidavit for 4 years after end of the contract.
- The City of Lakewood has the right to audit the Contractor's compliance with the E-Verify Ordinance.

Further information on E-Verify can be found at the following website: <https://www.e-verify.gov>

If you have questions about the City's E-Verify Ordinance, please contact the City of Lakewood's legal department prior to contracting with the City.

CITY OF LAKEWOOD

AFFIDAVIT OF COMPLIANCE WITH LAKEWOOD MUNICIPAL CODE 1.42
"E-VERIFY"

As the person duly authorized to enter into such commitment for

__City of Lakewood__

COMPANY OR ORGANIZATION NAME

I hereby certify that the Company or Organization named herein will

(Check one box below)

☒ Be in compliance with all of the requirements of City of Lakewood Municipal Code Chapter 1.42 for the duration of the contract entered into between the City of Lakewood and the Company or Organization.

- OR -

☐ Hire no employees for the term of the contract between the City and the Company or Organization.



Signature

John Caulfield, City Manager
Print Name and Title

8/21/2022
Date

7. APPLICATION FOR FISCAL YEAR 2024 LTAC GRANT FUNDING

1a. Project Information

Project Name: | City of Lakewood Marketing Promotion |

Amount of Lodging Tax Funding Requested: \$ | \$75,000 |
(Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")

Total Project Cost: \$ | \$75,000 |
(Total Project Amount must match Project Budget column c "Total Project Cost")

1b. Applicant Organization

Name of Applicant Organization: | City of Lakewood Communications Division |

Mailing Address: | 6000 Main Street SW |
| Lakewood, WA |
| 98499 |

Tax ID Number: | 91-1698185 |

Organization Unified Business Identifier (UBI) | |
UBI Expiration Date: | |

Type of Organization: | Municipality |
(Non-profit, For-profit, Municipality, Private business, etc.)



1c. Contact:

Name: | Brynn Grimley |

Title: | Communications Manager |

Telephone: | 253-983-7761 |

Email: | bgrimley@cityoflakewood.us |

Signature:  

The signatory declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used only for the purposes set forth herein, and verifies that all the information contained in this application is valid and true to the best of his/her knowledge.

2. Project Description

- a. Event Date(s): [Jan. 1, 2024-Dec. 31, 2024]
- b. Event Location: [N/A]
- c. If there is a charge or fee for this activity, please describe how much and why.
[N/A]
- d. Please provide a detailed, yet concise **scope of work (mandatory)** and/or proposed project/activity. Include information on the area the project will serve, its expected impact and list the responsible party(s).

[This proposal continues the city's NEARcation.com tourism-focused website, with a pivot to city event promotion to draw people to Lakewood. This includes targeted ad buys under the NEARcation brand to markets outside the immediate vicinity, within a 50-mile radius of Lakewood and beyond.

This marketing method was tested in 2023 with the promotion of SummerFEST. In partnership with the city's contracted marketing and design firm Hemisphere Design+Marketing, NEARcation.com was used as the designated event promotion website.

Here are just a few highlights of the success we saw:

The SummerFEST section of NEARcation.com listed downloadable pdf with a schedule of events, music lineup, food truck listing, event map and parking map. The totals below represent how many times those materials were downloaded.

- Schedule: 3,334 downloads
- Music: 2,192 downloads
- Food: 1,919 downloads
- Map: 1,446 downloads
- Parking: 991 downloads

Targeted ad buys through social media and other digital platforms had more than 1.6 million impressions over a two-month period. That included 928,112 video views with a 75% view rate and resulted in 78,062 clicks to the NEARcation.com site. The areas targeted for this advertising included the larger Seattle and Puget Sound region.

Full funding for 2024 will allow us to continue the upward trajectory and dedicate funds to promoting large scale events like SummerFEST, where we are more likely to draw people from outside the region. People who visit the NEARcation website then also see "Things to do in Lakewood" alongside a list of local hotels to book an overnight stay. Itineraries will be available for various things to do while in town, encouraging people to make their visit to Lakewood an overnight destination.]

3. Beneficiaries

Please list and provide specific information regarding all individuals, businesses, areas, or organizations that will directly benefit from the project/activity.

Beneficiaries include: The City and the vendors and businesses that sell at its events, residents, Lakewood businesses, Lakewood Chamber of Commerce, Lakewood Gardens, Thornewood Castle, Fort Lewis Army Museum, Historic Fort Steilacoom, Lakewood Playhouse, real estate professionals and all attractions and hotels in the city.

They will benefit from:

- Increased awareness of Lakewood and its many attractions like parks, lakes, hikes, gardens, fishing, cycling, golf, disc golf, indoor cart racing, live theater, shopping and food.
- Increased economic activity and retail sales.
- Positive and snappy messaging to change public perceptions of Lakewood.
- Increased attendance and tourism at city events like the Farmers Market, SummerFEST, summer concert series and street festivals – specifically from beyond a 50-mile radius which encourages overnight stays and ultimately boosts our local economy.

4. Goals/Monitoring

Describe the goals of the project. Will the project result in an increase in overnight stays by visitors in Lakewood? If so, how will this increase be tracked and monitored? How will an increase in the sale of goods and services as a result of the project be measured? What other short or long-term economic benefits will occur and how will that be tracked? Why do you believe those project/activity outcomes are feasible?

Note - Applicants will be required to submit a post-funding report providing pertinent data evaluating tourism benefits resulting from the use of lodging tax funds as compared with the estimates contained in this application.

- **Increase reach/awareness:** Tracked by the total reach and number of clicks on sponsored, targeted ads online.
- **Increase the number of hotel night stays:** Tracked by gathering hotel night stays following media impressions.
- **Improve the image of Lakewood** as a fun place to visit with loads of amenities, rich in history and natural beauty.
- **Add fresh content**, and keep Lakewood relevant and top of mind.
- **Position Lakewood** as the ideal place to have fun and stay in the region.

This project will continue the city's ongoing efforts to change the way people think about Lakewood and invite people to see the beauty that surrounds us. Using advertising tools available online, we will target specific income, education and family demographics. We want to attract people looking to stay and enjoy outdoor activities in Lakewood, history, food, shopping and activities. We believe people will enjoy coming throughout the year, particularly for weekend stays to explore the many outdoor activities and events.

These efforts will push Lakewood to the top of people's search when looking for overnight stays in the area.

5. Estimate how the funds will increase the amount of people traveling to Lakewood to stay overnight in paid accommodations.

Funds to produce eye-catching media, including videos and photography, is critical to our goal of getting the word out that Lakewood is *THE* place to visit. Keeping the NEARcation website current and up to date is a critical piece of this puzzle.

Targeted online advertising reaches people where they are. It's where they connect with friends and family, and where they go to look up information. Targeted ads show up in social feeds, and online searches. This allows us to reach more people on an ongoing basis. Using ad targeting tools also means the information is going to people who are more likely to click and learn more about what Lakewood has to offer.

6. Estimate how the funds will increase the amount of people traveling to Lakewood from more than 50 miles from their residences.

Online advertising has proven itself to be one of the more successful ways to reach people. Using keywords and search engine optimization (SEO) allows our messages to appear in more internet searches and people's social media streams. This will allow us to reach people outside the city and within the targeted 50-mile radius.

7. Estimate how the funds will increase the amount of people traveling to Lakewood from outside their state or country.

If done right, targeted media placement can be a primary driver for event recognition. As we saw with our 2023 SummerFEST marketing, we had significant engagement with our content and that translated to more than 25,000 people attending the single-day event. Continuing to push the NEARcation brand across our platforms – and partner platforms – will create the positive public imagery we seek. Positive perceptions of Lakewood as a place to visit, explore, dine and stay will resonate across all these platforms, including the city's social media accounts, its website, NEARcation.com and our partner agencies also focused on tourism in the region.

8. Funding Requirements

Due to funding constraints, partial funding may be recommended by the LTAC. If partial funding is received, how will that impact the project/activity? Please describe:

Partial funding could have a significant impact on our ability to promote city events, including SummerFEST. It would also mean we would not be able to work with a professional marketing team to utilize their expertise in advertising and creative asset development.

9. Use of Funds

Provide detail on how the funds will be used. For example, \$20,000 of the funds will be used for marketing, \$5,000 for administration, \$10,000 for Consultants, etc.

\$35,000: Earmarked for SummerFEST promotions only

\$40,000: NEARcation.com event promotions, continued asset development like videos, photography and website updates.

10. Project Budget (for non-capital projects). Do not include in-kind contributions.

Income: A diversified funding base is important to the success of any project. Please list all other sources of funding for the project, both anticipated and confirmed and when that funding will be available to the project. Include your own funding, sponsorships, other grants, etc.

Funding Source: List all revenue sources anticipated for 2024. Do not include requested Lodging Tax Funds	Amount	Confirmed? Yes/No	Date Available
N/A	\$		
	\$		
	\$		
	\$		
	\$		
	\$		
	\$		

Expenses: Based on full funding, please list project costs.

Note: Certain expenses may not be reimbursable, at the sole discretion of the City of Lakewood.

You will only be reimbursed at the authorized rates. Insurance is not an eligible cost.

	a. Lodging Tax Funds Requested *	b. Other Funds (Do not include "in-kind" dollars)	c. Total Project Cost **
Personnel (salaries & benefits)	\$	\$	\$
Administration (rent, utilities, postage, supplies, janitorial services, etc.)	\$	\$	\$
Marketing/Promotion	\$75,000	\$	\$75,000
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	\$	\$	\$
Minor Equipment (computers, desks, etc.)	\$	\$	\$
Travel	\$	\$	\$
Contract Services Describe below	\$	\$	\$
Other Describe below	\$	\$	\$
TOTAL COST	\$	\$	\$60,000
Description for Direct Sales Activities, Contract Services, Travel and Others			
In-Kind Contributions			

**Amount in column a "Lodging Tax Funds Requested" must match "Amount of Lodging Tax Funding Requested" under 1a of application. ** Amount in column c "Total Project Cost" must match "Total Project Cost" under 1a of application.*

11. Funding History

a. Was this project funded with Lakewood lodging tax funds in fiscal year 2023? ☒ Yes ☐ No

b. If you answered yes to 11a, how much funding did you receive in 2023? \$60,000

c. If you answered no to 11a, what is the last year Lakewood funding was received and how much?

Year Amount awarded

No previous funding

11d. Indicate what efforts have been made to access funding from additional sources?

We have not requested funding from additional sources, beyond minor allocations afforded in the city's biennial budget. These minor allocations are not sufficient to meet the marketing requirements to make this project successful.

12. Coordination and Collaboration

Please provide information about any other organizations or agencies involved in this project/activity. Describe their level of involvement. Describe how this project coordinates with other tourism promotion efforts or services in the area, including Chambers of Commerce, local festivals, local lodging and restaurants. You may attach up to three letters of support from these organizations.

We continue to coordinate with Travel Tacoma + Mt. Rainier Tourism & Sports, and South Sound Proud. This shared, collective marketing and event promotion effort creates heightened visibility for Lakewood, which results in a stronger presence as a South Sound destination. We continued these partnerships in 2023, meeting with Travel Tacoma communications team members to discuss joint cross promotion efforts. This included promotion of SummerFEST during the event. Following SummerFEST Travel Tacoma noted its SummerFEST content saw a significant increase in impressions and interactions than other content shared.

Responsible for managing the city's social media, the Communications Manager regularly "interacts" with various community partners and businesses when promoting events like SummerFEST, the farmers market, summer concert series, Saturday Street Festivals and other events year round. Promotion of these events demonstrates the City of Lakewood's commitment to creating a family-friendly, active community.

Other agencies we work with include:

- Asia Pacific Cultural Center
- Historic Fort Steilacoom Association
- Lakewood Gardens
- Lakewood Chamber of Commerce
- Lakewood Historical Society & Museum
- Lakewood Playhouse
- Lakewood Sister Cities Association
- Lakewood Family YMCA
- Virginia Mason Franciscan Health
- WSECU

- Pierce County Fresh
- Caring for Kids
- Springbrook Connections
- Local religious organizations and nonprofits

13. Capital Projects Budget

*Note: A capital project requires a proportional degree of city ownership in the facility. Therefore, capital projects where there is **no city ownership are not eligible** to receive funding.*

Supporting the Capital Expenditures and/or Operation of City Tourism-Related Facilities

FUNDING/TIMELINE	Responsible Parties, Methods, Means	Begin (Dates or Periods)	End (Dates or Periods)	Amount Requested From Lodging Funds	Other Funds Committed or Proposed*	TOTALS
Design & Inspection				\$	\$	\$
Other Consultants				\$	\$	\$
Permits & Fees				\$	\$	\$
Land Acquisition				\$	\$	\$
Site Development & Landscape				\$	\$	\$
Buildings (New Construction)				\$	\$	\$
Building Renovations (Includes Access)				\$	\$	\$
Other (Specify) <i>Insurance is not an eligible cost.</i>				\$	\$	\$
TOTAL				\$	\$	\$

*If other funds are committed, please attach a letter of commitment from the funding source.

14. Certification

The applicant hereby certifies and confirms:

1. That it does not now nor will it during the performance of any contract resulting from this proposal unlawfully discriminate against any employee, applicant for employment, client, customer, or other person(s) by reason of race, ethnicity, color, religion, age, gender, national origin, or disability;
2. That it will abide by all relevant local, state, and federal laws and regulations;
3. That it has read and understands the information contained in this application for funding and is in compliance with the provisions thereof, and;
4. That the individual signing below has the authority to certify to these provisions for the applicant organization, and declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used for the purposes set forth herein.

Primary Signature:



John Caulfield, City Manager, City of Lakewood

Printed Name & Title of Chief Administrator/Authorizing Official

Date 8/21/2022

15. E-Verify Requirements for Contractors & Certification

By Ordinance, the City of Lakewood requires that all contractors who enter into agreements to provide services or products to the City use the Department of Homeland Security's E-Verify system when hiring new employees for the term of the contract.

E-Verify is an electronic system designed to verify the documentation of job applicants. It is run by the Department of Homeland Security.

Who is affected?

- All contractors doing business for the City of Lakewood.
 - There is no minimum dollar value for contracts affected.
- All subcontractors employed by the general contractor on these contracts.

Are there exceptions?

- Contracts for "Commercial-Off-The-Shelf" items are exempted from this requirement.
- Individuals, Companies, or other organizations that do not have employees.

How long must the contractor comply with the E-Verify system?

- For at least the term of the contract.

Are there other stipulations?

- E-Verify must be used ONLY for NEW HIRES during the term of the contract. It is NOT to be used for EXISTING EMPLOYEES.
- E-Verify must be used to verify the documentation of ANY new employee during the term of the contract, not just those directly or indirectly working on deliverables related to the City of Lakewood contract.

How will the City of Lakewood check for compliance?

- All contractors will retain a copy of the E-Verify Memorandum of Understanding that they execute with the Department of Homeland Security AND
- Sign and submit to the City an Affidavit of Compliance with their signed contract.
- All General Contractors will be required to have their subcontractors sign an Affidavit of Compliance and retain that Affidavit for 4 years after end of the contract.
- The City of Lakewood has the right to audit the Contractor's compliance with the E-Verify Ordinance.

Further information on E-Verify can be found at the following website: <https://www.e-verify.gov>

If you have questions about the City's E-Verify Ordinance, please contact the City of Lakewood's legal department prior to contracting with the City.

CITY OF LAKEWOOD

AFFIDAVIT OF COMPLIANCE WITH LAKEWOOD MUNICIPAL CODE 1.42
"E-VERIFY"

As the person duly authorized to enter into such commitment for

__City of Lakewood__

COMPANY OR ORGANIZATION NAME

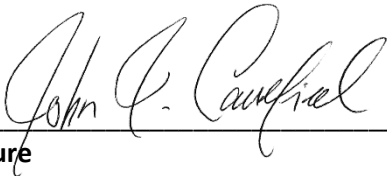
I hereby certify that the Company or Organization named herein will

(Check one box below)

☒ Be in compliance with all of the requirements of City of Lakewood Municipal Code Chapter 1.42 for the duration of the contract entered into between the City of Lakewood and the Company or Organization.

- OR -

☐ Hire no employees for the term of the contract between the City and the Company or Organization.



Signature

John Caulfield, City Manager
Print Name and Title

8/21/2022
Date



Application for Fiscal Year 2024 Lodging Tax Grant Funds

LAKEWOOD'S SUMMERFEST



7. APPLICATION FOR FISCAL YEAR 2024 LTAC GRANT FUNDING

1a. Project Information

Project Name: Lakewood SummerFEST

Amount of Lodging Tax Funding Requested: \$\$193,000
(Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")

Total Project Cost: \$ \$250,000
(Total Project Amount must match Project Budget column c "Total Project Cost")

1b. Applicant Organization

Name of Applicant Organization: City of Lakewood

Mailing Address: 6000 Main Street SW
Lakewood, WA
98498

Tax ID Number: 91-1698185

Organization Unified Business Identifier (UBI) 601667295
UBI Expiration Date:

Type of Organization: Municipality
(Non-profit, For-profit, Municipality, Private business, etc.)

1c. Contact:

Name: Sally Martinez

Title: Parks and Recreation Coordinator

Telephone: 983.7758

Email: smartinez@cityoflakewood.us

Signature: 

The signatory declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used only for the purposes set forth herein, and verifies that all the information contained in this application is valid and true to the best of his/her knowledge.

2. Project Description

- a. Event Date(s): July 20, 2024
- b. Event Location: Fort Steilacoom Park
- c. If there is a charge or fee for this activity, please describe how much and why.

No, the event is free and the parking is free so it is accessible to people all socio-economic levels

- d. Please provide a detailed, yet concise **scope of work (mandatory)** and/or proposed project/activity. Include information on the area the project will serve, its expected impact and list the responsible party(s).

The scope of work for the SummerFEST festival involves 1) Getting Sponsors which begins 11 months prior to the event 2) securing top bands and sound/stage professionals which takes place 10 months prior to the event 3) Advertsing & Marketing which begins 9 months prior the event to attract people from all over Washington State as well as outside of the statg. 4) Creating vendor applications, vetting and processing vendors, maintaining excellent relationships with vendors, securing food trucks which are in high demand, writing grants, communication with over 200 partners, securing the passport to sports and art activities, creating the passport, creating the maps, hiring the parking staff, training volunteers, creating SPO's for all contractors and professional services, all logistical planning, updating the Incident Action Plan in coordination with the police, securing honey buckets, over 150 signs, coordinating with the health department, ordering all merchandise and prizes, designing the drone show, ongoing communication internally and externally with all involved to ensure follow through.

SummerFEST is a free, community festival held at Fort Steilacoom Park in July. It is a tradition and 2023 was the City of Lakewood's 24th annual event. SummerFEST has established notoriety well outside of the 50 mile radius. The festival consists of a multi-day soccer tournament, a grass volleyball tournament, two stages with live entertainment, Sister Cities International Festival, over 40 food vendors, a beer garden, a public market with over 100 vendors, a car show, and KIDZ Zone. In addition to the activities mentioned above, there are established "iconic elements" participants can experience each year, such as the Museum of Glass hot shop, an ever-expanding skate park, skim boarding, a drone show, fire dancers, balloon glow, Vuelta la Luna Circus, extreme trampoline entertainers, and aerial motocross shows, What distinguishes SummerFEST from other festivals and brings it recognition as a leading festival is that there is "something for everyone." This is in large part due to the Passport. The passport has activities to inspire people of all ages and abilities around art, sports and wellness. Over 50 businesses/organizations provided an activity. Other elements include Stilt Walkers, roaming entertainment, and bubble soccer. The successful integration of the Sister Cities International Festival, *greatly* increases the diversity at the event and it truly attracts people of all cultures and makes them feel welcome. The impacts range from creating a positive family bonding experience, to inspiring individuals to try new sports, health and art hobbies. Summerfest wows participants and makes those from Lakewood feel extremely proud to live here. There is a strong economic impact from bringing thousands of people to Lakewood. Vendors benefit from making money and one food truck alone made \$18,000 in one day.

3. Beneficiaries

Please list and provide specific information regarding all individuals, businesses, areas, or organizations that will directly benefit from the project/activity.

All participants benefit from the feeling of belonging and that they were prioritized in the planning of the event and therefor having a meaningful experience. Vendors, contractors, hundreds of partners and sponsors benefit from financial and relational transactions and visibility at the event. Soccer and Volleyball Tournament organizers benefit. Local business and hotels benefit from seeing an increase in income from over 25,000 people come through Lakewood. The Best Western was sold out that weekend. The City itself benefits by highlighting its beautiful park and passion for creating a healthy, vibrant community.

4. Goals/Monitoring

Describe the goals of the project. Will the project result in an increase in overnight stays by visitors in Lakewood? If so, how will this increase be tracked and monitored? How will an increase in the sale of goods and services as a result of the project be measured? What other short or long-term economic benefits will occur and how will that be tracked? Why do you believe those project/activity outcomes are feasible?

Note - Applicants will be required to submit a post-funding report providing pertinent data evaluating tourism benefits resulting from the use of lodging tax funds as compared with the estimates contained in this application.

- The overall goal is to create an impressive one day festival, that attracts 25,000 people from cities that are local, outside the 50 mile radius, and outside the state.
- Other goals are to: work hard to keep current sponsors and pursue new sponsors, grants and in-kind donations to offset costs of the event.
- To make SummerFEST a house-hold name, not only in Lakewood but in the surrounding counties as well. And in-so-doing, increase the number of people, athletes and spectators who stay overnight in Lakewood. This is already happening because it has an excellent reputation.
- Maintain the current relationships, and grow new fabulous partnerships at SummerFEST that help elevate the reputation of the festival and quality of events.
- Strategically market the entire event through consistent branding. This requires consistency in the look and feel of the event (logo, fliers, posters, merchandise, etc). We were extremely pleased with the Radio advertising and its reach outside the 50 mile radius.
- Continue to create TV commercials and radio ads and partnerships with print publications that focus one Oregon, Idaho, and Montana.
- Continue to think of new ideas that add the “Wow” factor.
- Continue to create a strategic marketing plan that includes a healthy diversity of outreach efforts, including social media, print ads, posters, online calendars, a wide variety of magazines, military focused advertising, website, radio, tv and more. This year we added a second website.
- Continue to have organizations that provide quality partnerships and activities on the Passport.
- Have the perfect balance of food vendors so everyone makes money, but the lines are not too long.
- Keep the new parking plan which worked exceptionally well the last two year.
- Hone the “user experience”. This year we added new Way Finding Maps with QR codes which were highly used and directed people to specific locations and to the schedule of the day.

Continue to attract people of all abilitess, ages, cultures and socio-economic backgrounds.

5. Estimate how the funds will increase the amount of people traveling to Lakewood to stay overnight in paid accommodations.

Advertising and marketing funds from this grant will increase the number of participants and vendors traveling from outside the 50 mile radius. Anyone traveling that far is a potential overnight stay, especially if they are

staying late to watch the final band. In 2023 it is estimated 6% or 1,500 SummerFEST Festival participants came from outside the 50 mile radius. For visitors who stay in the area over 4 hours, it is estimated they spend \$55 day. That translates to an economic impact of over \$82,500.

We have experienced an increase in vendors in the last several years and since we do not allow overnight camping for this event, out-of-town vendors may stay in Lakewood hotels for their overnight accommodations. Because they set up Friday, it encourages an overnight stay because they need to stay in the area. By advertising this event more regionally, we attract the attention of people who don't live in Lakewood or have a connection here. Vendors have a strong incentive to participate in this event given the high volume of people who attend. Similarly funding from this grant will afford us the opportunity to provide marketing to participants in the sports tournaments, informing them of the SummerFEST event as well as local accommodations. Funds provided will help implement new activities that encourage people to stay longer, cross-pollinate between activities, keep the event fresh and exciting, and offer something for everyone in the family.

Lodging Tax Grant funds enable us to continue to execute our strategic marketing plan for SummerFEST that has shown amazing results and is key to bringing people to Lakewood for SummerFEST and staying the night. It also pays for the invaluable Radio and TV ads that were extremely effective in reaching people all over the State.

The fund enable us to contract with high-end musicians who have a fan base that extends beyond the 50 mile radius, and draws them to the event.

6. Estimate how the funds will increase the amount of people traveling to Lakewood from more than 50 miles from their residences.

Lodging Tax Grant funds enable us to advertise SummerFEST in publications that reach state and country-side like the Washington State Festival magazine, and Northwest Travel and Leisure. The funds support advertising on social media, and other publications that are key to bringing people to Lakewood for SummerFEST from outside the 50 mile radius and outside of the state. It also pays for the invaluable Radio ads and new TV commercial which are extremely effective in reaching people across Washington State. *We know that the radio ads reached 70,000 people outside of the 50 mile radius.*

The Funds enable us to hire people to distribute posters as far as Seattle and Bellevue. For the last several years, Lodging Tax funds were used to market the event on a more regional basis, thus drawing out-of-town visitors. This year we further expanded regional marketing through print, radio and online advertising through a professional branding company. We continue to be innovative in our marketing efforts. We also continue to partner with regional tournament directors and local hotels with a goal of drawing out-of-town guests

7. Estimate how the funds will increase the amount of people traveling to Lakewood from outside their state or country.

See above answer. In addition, many Lakewood community members now have family from out of state come to see SummerFEST instead of traveling to Seattle or Bellevue for entertainment

8. Funding Requirements

Due to funding constraints, partial funding may be recommended by the LTAC. If partial funding is received, how will that impact the project/activity? Please describe:

Partial funding would take away one or more (depending on the funding) of the iconic elements of the festival mentioned in #2. It will primarily cut down on the entertainment offered by contractors and the level of the bands who are more expensive

9. Use of Funds

Provide detail on how the funds will be used. For example, \$20,000 of the funds will be used for marketing, \$5,000 for administration, \$10,000 for Consultants, etc.

\$30,000 Personnel and overtime
\$25,500 Marketing
\$107,500 Contract Services
\$30,000 Administration

10. Project Budget (for non-capital projects). Do not include in-kind contributions.

Income: A diversified funding base is important to the success of any project. Please list all other sources of funding for the project, both anticipated and confirmed and when that funding will be available to the project. Include your own funding, sponsorships, other grants, etc.

Funding Source: List all revenue sources anticipated for 2024. Do not include requested Lodging Tax Funds	Amount	Confirmed? Yes/No	Date Available
Amazon Sponsorship	\$10,000	no	
Virginia Mason Franciscan Health	\$7,500	no	
Twin Star Credit Union	\$3,000	no	
Navy Federal Credit Union	\$2,500	no	
Pavilion Rental	\$1,000	no	
Vendor application revenue	\$25,000	no	
	\$		

Expenses: Based on full funding, please list project costs.

Note: Certain expenses may not be reimbursable, at the sole discretion of the City of Lakewood.

You will only be reimbursed at the authorized rates. Insurance is not an eligible cost.

	a. Lodging Tax Funds Requested *	b. Other Funds (Do not include "in-kind" dollars)	c. Total Project Cost **
Personnel (salaries & benefits)	\$30,000	\$37,000	\$67,000
Administration (rent, utilities, postage, supplies, janitorial services, etc.)	\$30,000	\$5,000	\$35,000
Marketing/Promotion	\$25,500	\$	\$25,500
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	\$	\$	\$
Minor Equipment (computers, desks, etc.)	\$	\$	\$
Travel	\$	\$	\$
Contract Services Describe below	\$107,500	\$15,000	\$122,500
Other Describe below	\$	\$	\$
TOTAL COST	\$193,000	\$57,000	\$250,000
Description for Direct Sales Activities, Contract Services, Travel and Others	Sound technicians, stage, parking attendants, golf carts, honey buckets, hand wash stations, live music, Vuelta la Luna circus, balloon glow, roaming entertainers, overnight security for 2 nights, museum of glass hot shop, skim boarding, skate park ramps, fire dancers, aerial motor cross show, garbage cans, ice, ice trailer, Wenatchee youth circus, face painters, bubble soccer, balloon artists, ATM machines, etc.		
In-Kind Contributions	\$2,600 print sponsorship, \$2,000 radio sponsorship,		

11. Funding History

a. Was this project funded with Lakewood lodging tax funds in fiscal year 2023? ☒ Yes No

b. If you answered yes to 11a, how much funding did you receive in 2023? \$ 35,000

c. If you answered no to 11a, what is the last year Lakewood funding was received and how much?

Year Amount awarded

No previous funding

11d. Indicate what efforts have been made to access funding from additional sources?

In 2023 we worked diligently to secure sponsorships and grants other than LTAC. We secured \$23,000 in sponsorships and grants for 2023 SummerFEST which is more than any previous year. Starting in August, one month after the event I begin working on new sponsorships and renew previous sponsorships. I have follow-up meetings with sponsors to present statistics and to show them they received everything that was detailed in our letters of agreement in terms of marketing and exposure.

12. Coordination and Collaboration

Please provide information about any other organizations or agencies involved in this project/activity. Describe their level of involvement. Describe how this project coordinates with other tourism promotion efforts or services in the area, including Chambers of Commerce, local festivals, local lodging and restaurants. You may attach up to three letters of support from these organizations.

Coordination with a multitude of partners is key to the success of this event. We have over 175 organizations/businesses with whom we work to incentivize people to attend SummerFEST and increase tourism. We are always seeking new ways to collaborate and think outside the box to expand our reach and increase our positive impact on the local economy. Each partner business and sponsor advertised and promoted SummerFEST through their social media, emails and newsletters, reaching thousands of additional people. Also with 170 vendors - each vendor promoted the event through their social media. This expanded our reach immensely, *at no cost!* Here are some of the organizations and businesses with whom we partner:

Amazon

Asia Pacific Cultural Center

Clover Park School District

Historical Society

Hotels in Pierce County

I Heart Radio

Air Force

Lakewood Police and fire Department

Lakewood Arts Commission

Museum of Glass

Pierce College

Virginia Mason

Starbucks

Library

Tacoma Children's Museum

Tacoma South Sound Sports Commission

University of Puget Sound

Bricks 4 Kids lego contest

50 businesses on passport

Tacoma Art Museum

JBLM

Navy Federal Credit Union

Lakewood Rotary

Lakewood Sister Cities

LMCC

Twin Star Credit Union

Pierce County Library System

Port of Tacoma

Cascade Regional Blood Services

LMCC

Young Life

Boys and Girls Club


Lakewood United

14. Certification

The applicant hereby certifies and confirms:

1. That it does not now nor will it during the performance of any contract resulting from this proposal unlawfully discriminate against any employee, applicant for employment, client, customer, or other person(s) by reason of race, ethnicity, color, religion, age, gender, national origin, or disability;
2. That it will abide by all relevant local, state, and federal laws and regulations;
3. That it has read and understands the information contained in this application for funding and is in compliance with the provisions thereof, and;
4. That the individual signing below has the authority to certify to these provisions for the applicant organization, and declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used for the purposes set forth herein.

Primary Signature:

 8-21-23

Printed Name & Title of Chief Administrator/Authorizing Official

Date

SummerFEST Marketing Budget 2023/2024

Print ads	\$10,000
Bill board	\$1,000
Street banners	2,000
Street signs	2,500
Sponsor signs	1,500
Printing (car show fliers, passports, fliers, posters,signs)	3,500
Radio Ads	\$5,000

Total \$25,500

Advertising that takes place, that is not listed in the budget above:

- Connections magazine article to 30,000 households
- Reader boards
- Free community calendars
- Signage at the Farmers Market
- City Manager's Bulletin
- Emails to all vendors, entertainers and partners with links to our event website and social media

City of Lakewood

Mayor: Jason Whalen

Deputy Mayor: Mary Moss

Council Members:

Paul Bocchi

Don Anderson

Michael Brandstetter

Patti Bell

Trestin Lauricella



Application for Fiscal Year 2024 Lodging Tax Grant Funds

LAKEWOOD FARMERS MARKET



7. APPLICATION FOR FISCAL YEAR 2024 LTAC GRANT FUNDING

1a. Project Information

Project Name: Lakewood Farmers Market

Amount of Lodging Tax Funding Requested: \$ 78,000
(Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")

Total Project Cost: \$ 93,000
(Total Project Amount must match Project Budget column c "Total Project Cost")

1b. Applicant Organization

Name of Applicant Organization: City of Lakewood

Mailing Address: 6000 Main Street SW
Lakewood WA
98498

Tax ID Number: 91-169818

Organization Unified Business Identifier (UBI) 601667295
UBI Expiration Date:

Type of Organization: Municipality
(Non-profit, For-profit, Municipality, Private business, etc.)

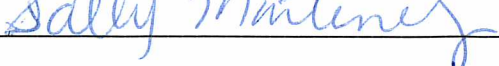
1c. Contact:

Name: Sally Martinez

Title: Parks and Recreation Coordinator

Telephone: 253.983.7758

Email: smartinez@cityoflakewood.us

Signature: 

The signatory declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used only for the purposes set forth herein, and verifies that all the information contained in this application is valid and true to the best of his/her knowledge.

2. Project Description

a. Event Date(s): June 4–September 2024

b. Event Location: Fort Steilacoom Park

c. If there is a charge or fee for this activity, please describe how much and why.

Entry is free and accessible to all shoppers. For vendors there is a daily fee of: \$30 for market vendors and \$50 for Food Trucks

d. Please provide a detailed, yet concise **scope of work (mandatory)** and/or proposed project/activity. Include information on the area the project will serve, its expected impact and list the responsible party(s).

Planning and preparing the 14 week Farmers Market season begins 11 months prior to the start of season. This includes:

Securing sponsorship

Hiring and supervising part time staff and interns from the University of Puget Sound.

Securing 5 employees for each market day.

Finding volunteers to assist.

Preparing vendor applications, vetting vendors, and securing the fees.

Preparing the layout and map for each market day. (painting the lines weekly)

Hiring and scheduling international entertainment and bands each week.

Creating, printing, distributing and reconciling the Healthy Bucks'

Creating, printing, and distributing SNAP bucks (new in 2022). This is VERY labor intensive and requires additional market staff. After the market the bucks need to be reconciled and checks made to vendors.

Staffing the market (includes set up, vendor relations, oversight, and break down).

Preparing print advertising for publications

Preparing posters and fliers

Ordering merchandise

Creating street signs, and updating the banners

Collecting and entering sales data from each vendor weekly. Preparing reports.

Preparing and implementing surveys

Department of Health compliance

Liquor Control Board compliance

The market takes place at Fort Steilacoom Park on Tuesdays from 2:00-7:00pm. Farmers Markets **are considered essential services** and we see from our crowds of 3,000-5,000 customers a day, they it is in high demand. The Farmers Markets is aligned with the Lakewood Parks, Recreation and Community Services Mission to create a healthy and vibrant community through diverse programs and sustainable practices; the Farmers Market Mission to provide citizens with an opportunity to purchase fresh produce and products sold by Washington State farmers and vendors; and the Farmers Market Purpose Statement to create a sense of community and a place to gather. Our project proposal is to operate and grow the successful Lakewood Farmers Market for its 13th season

3. Beneficiaries

Please list and provide specific information regarding all individuals, businesses, areas, or organizations that will directly benefit from the project/activity.

Beneficiaries of the Lakewood Farmers Market include the hotels, shops and restaurants who see some of the 50-60,000 people who attend the farmers market during the summer season. The residents of Lakewood and the 9,000 people who commute to Lakewood for work and come to the market of lunch and to shop benefit from the healthy products, being able to shop outdoors, and experiencing a festive and upbeat atmosphere. Other beneficiaries are (based on our surveys) visitors from Pierce, Thurston, Kitsap, and Mason counties. The City also benefits from income from the vendor booth fees.

Local business owners benefit from the Farmers Market. Our surveys reveal that over 28.5% of people shoppers at the market, also shop at surrounding stores before or after attending the Farmers Market. The majority of those people 33%, spend of \$150 and 31% spend \$25-\$45 dollars.

Low and very low-income residents benefit from the farmers market, as well as seniors. We continue our partnership with the Franciscan Women, Infant, and Children Clinic of Lakewood. The Pierce County Aging and Disability Services Center also attends the market, providing those same resources to seniors shopping at the Lakewood Farmers Market. WIC and Senior WIC clients spend from \$25,000- \$60,000 at the farmers market. New this year we implemented SNAP bucks, roughly \$35,000 in SNAP will be spent at the market in 2023 which goes directly to the farmers and vendors who qualify while allowing low income residence to buy healthy foods.

Children benefit from the market. With the new Healthy Bucks, all children age 16 and under receive \$2 worth of fruits and veggies. 1,500 children purchased and ate fruits and vegetables at our market this year with their healthy bucks.

Nonprofit organizations and those people who need their services benefit from the market. Nonprofits set up booth each week and advertise their services to those in need at no cost. A few examples are the Lakewood Library, Clover Park School District head start program, Pierce County Juvenile Court, Center Force, Lakewold Gardens, Pierce Transit, Sound Transit and the Master Gardeners.

Our sponsors benefit from having booths and signage at the market and in market advertising. Strategic Partnerships sponsors remains very strong. Some of our key sponsors are Washington State Employees Credit Union (WSECU), and Virginia Mason Franciscan Health.

The vendors benefit from the market. From talking to our vendors, it is clear they enjoy the Lakewood market, have higher sales at our markets than the other markets they attend, and many of them have been with us since its inception

4. Goals/Monitoring

Describe the goals of the project. Will the project result in an increase in overnight stays by visitors in Lakewood? If so, how will this increase be tracked and monitored? How will an increase in the sale of goods and services as a result of the project be measured? What other short or long-term economic benefits will occur and how will that be tracked? Why do you believe those project/activity outcomes are feasible?

Note - Applicants will be required to submit a post-funding report providing pertinent data evaluating tourism benefits resulting from the use of lodging tax funds as compared with the estimates contained in this application.

In 2023 Goals are to:

Increase the number of low income families from all over Pierce, King, Thurston and Mason counties who shop at our market and can access healthy food through the use of SNAP benefits.

Help people form the habit of shopping at the Farmers Market, by using catchy advertising and lots of advertising.

Have the Lakewood Farmers Market serve as a great economic development tool that brings visitors to the City. Research shows that every dollar spent at farmers markets leads to additional sales at nearby businesses.

Create a healthy, vibrant community. Research shows that people eat more fruits and veggies when they shop at Farmers Markets. People tend to have more social encounters at farmers markets than at grocery stores.

Ensure 1,500 children eat free fruits and vegetables with Healthy Bucks, at no cost to the City by finding more Sponsors to donate money to the Healthy Bucks program.

Continue to provide a one-of-a-kind, community gathering space. This year we added lawn games.

Encourage community members to bring their out-of-town guests and relatives to the market to showcase their community.

Through advertising, target people travelling through the area from out of state with our visible farmers market advertising (banners, street signs, etc.) to experience this impressive feature of our community.

Maintain high quality flyers and brochures with consistent branding and place them in hotels, shops and organizations to promote the market as a "must-see" activity while enjoying their stay in Lakewood.

Secure our current sponsorships again for next year.

Continue to build new partnerships. We will focus on partners that can help us advertise in publications and calendars that have state-wide reach for the purposes of attracting new customers and securing unique vendors.

Additional goals for the Lakewood Farmers Market Season that link directly to our Parks and Recreation 20 Year Strategic Plan (Legacy Plan), and have the potential to increase the number of overnight visits are:

- To increase low income families access to and consumption of fresh fruits and vegetables
- Target advertising to JBLM and those who work in Lakewood to entice them to come for lunch/dinner and to shop in order to increase the percentage of those who work in the area who come to the market from previous year's numbers.
- Continue our strong social media presence (twitter, Facebook and Instagram) which go out twice a week during market season. We learned that short videos get the highest hits and we will continue to engage constituents this way.
- Continue to provide WIC (Women Infant and Children) Clinics to distribute WIC FMNP (Farmers' Market Nutrition Program) checks that can be spent right at the Lakewood Farmers' Market.

Work with hotels to try to increase the number of overnight stays in Lakewood.

Build and maintain healthy working relationships with vendors because they have many markets from which to choose to sell.

5. Estimate how the funds will increase the amount of people traveling to Lakewood to stay overnight in paid accommodations.

The Lodging Tax Funds enable us to expanding our footprint of advertising and elevating the profile of the market.

First I would like to note that during the summer the market brings roughly 60,000 people through the market, and consequently through Lakewood. This is a huge number! Currently, many of our Lakewood Farmers Market vendors travel over 50 miles to attend the market each week. As vendors participate in multiple farmers markets each week, many from Eastern Washington could choose to stay on this side of the mountains before returning to their farms at the end of the week. This could generate multiple overnight stays in Lakewood. From the survey taken this summer of 381 people, we found that over 8% were from outside the 50 mile radius, including outside of the state. So it is realistic to say that several thousand people who come to the market throughout the season are from out of state and we can assume that a large majority will stay at a hotel.

Funds for targeted advertising will increase how many people learn about the market and make it one of their destination stops if they are travelers. This will also increase the number of local residents who attend, which in turn increases the number of out-of-town guests who attend. They funds are used for creating road signs that capture drivers' attention as they come off of I5 for gas or food, and direct them to the market (this is the number one way people learn about the market). The same is true for banners and they have to be re-created every year. With more fliers we can increase the number of hotels that receive our marketing materials, not only in Lakewood, but outside the 50 mile radius. Funds are used to create merchandise like totes and notepads with the market name, date and time so people have a constant reminder in their home of the market dates. These are handed out not only at the market, but at SummerFEST, street festivals and the summer concerts. This was our sixth year distributing information to hotels and it was extremely well received. The funds are also used to advertise in popular magazines that reach outside the 50 mile radius and are distributed state-wide.

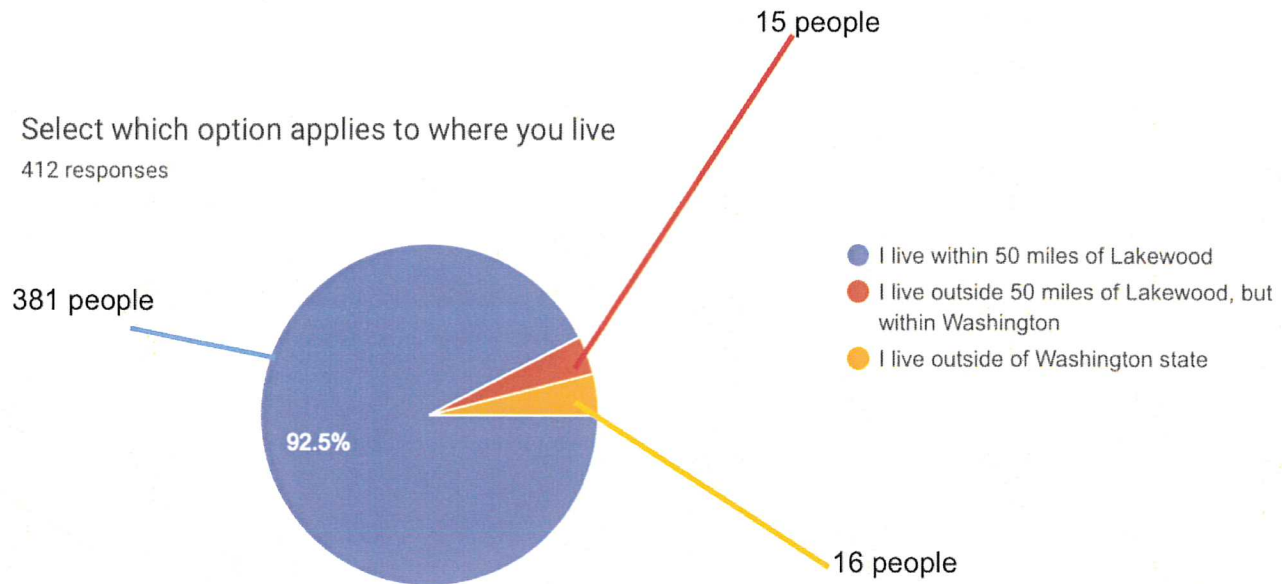
6. Estimate how the funds will increase the amount of people traveling to Lakewood from more than 50 miles from their residences.

See answer above. Every year we are diligent about implementing surveys. We know from our survey of just 381 people, that 4% of the shoppers live outside the 50 mile radius. The Lodging Tax funds used for advertising provide us the ability to continue to reach people outside the 50 mile radius. This has proven to work. Dedicating lodging tax funds to state-wide vendor and customer recruitment will increase the number of people using Lakewood shopping centers, gas, and lodging. With our eye-catching logo, we will create savvy advertisements and merchandise to promote the market. Farmers Market totes are perfect for advertising because people use them not only at the market, but when traveling and shopping. The Lodging Tax funds help pay for entertainment that sets our market apart from others as a "destination" market that provides much more than just a shopping experience. With the help of Lodging Tax Grant funds, we were able to extensively market and advertise the Farmers Market.

We have focused on branding and marketing the Farmers Market with a new, updated logo, t-shirts, reusable tote bags, posters, note pads and other merchandise that have a consistent look and feel and that is made with the intention of being kept in households for long periods of time. The Lakewood Farmers Market is a source of pride for the residents and is a unique event to which they bring their out-of-town guests. Survey results show that over 90% rate the market as good or excellent for its quality of food and produce, cleanliness, atmosphere and prices.

It is very important to note that with the introduction of SNAP/EBT, the need for staff at the market has doubled. In addition it requires over 10 hours a week of additional staff time to go through all of necessary processes needed to run a smooth SNAP program. So our grant this year is asking for more money to go

toward personnel. SNAP has dramatically increased the number of low income shoppers who come from far and wide to shop at the Lakewood Market which has gained an exceptional reputation. Here are the results of this year's survey:



7. Estimate how the funds will increase the amount of people traveling to Lakewood from outside their state or country.

The LTAC funds have increased the number of people coming to Lakewood from outside the state. From our survey it is conservative to say that 5% of shoppers are from outside of Washington State. The Lakewood Farmers Market is a great economic development tool that brings visitors to Lakewood. We know that over 33% of those who shop in the Farmers Market also shop elsewhere in the area. It provides a one-of-a-kind, festive and entertaining community gathering space. Many regularly attending customers bring their out-of-town guests and relatives to the market to showcase their community. The Farmers Market has proven to encourage individuals to stay longer in the area and visit other stores. The funds we are requesting encourage out of state visitors to visit the shops nearby. Also, visitors from outside the state who are driving through are able to see the farmers market advertising (banners, street signs, etc.) and acknowledge an unexpected, but impressive feature of our community.

8. Funding Requirements

Due to funding constraints, partial funding may be recommended by the LTAC. If partial funding is received, how will that impact the project/activity? Please describe:

we would cut back or eliminate the live music at the market and limit or not have the farmers market totes. As a last resort we would cut back on the number of weeks the market operates

9. Use of Funds

Provide detail on how the funds will be used. For example, \$20,000 of the funds will be used for marketing, \$5,000 for administration, \$10,000 for Consultants, etc.

\$40,000 Personnel

\$15,000 marketing

\$8,000 Contract Services

\$15,000 administration

10. Project Budget (for non-capital projects). Do not include in-kind contributions.

Income: A diversified funding base is important to the success of any project. Please list all other sources of funding for the project, both anticipated and confirmed and when that funding will be available to the project. Include your own funding, sponsorships, other grants, etc.

Funding Source: List all revenue sources anticipated for 2024. Do not include requested Lodging Tax Funds	Amount	Confirmed? Yes/No	Date Available
Virgina Mason Franciscan Health	\$7,500	no	
WSECU	\$3,500	no	
	\$		
	\$		
	\$		
	\$		
	\$		

Expenses: Based on full funding, please list project costs.

Note: Certain expenses may not be reimbursable, at the sole discretion of the City of Lakewood.

You will only be reimbursed at the authorized rates. Insurance is not an eligible cost.

	a. Lodging Tax Funds Requested *	b. Other Funds (Do not include "in-kind" dollars)	c. Total Project Cost **
Personnel (salaries & benefits)	\$40,000	\$	\$40,000
Administration (rent, utilities, postage, supplies, janitorial services, etc.)	\$15,000	\$10,000	\$25,000
Marketing/Promotion	\$15,000	\$3,000	\$18,000
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	\$	\$	\$
Minor Equipment (computers, desks, etc.)	\$	\$	\$
Travel	\$	\$	\$
Contract Services Describe below	\$8,000	\$2,000	\$10,000
Other Describe below	\$	\$	\$
TOTAL COST	\$78,000	\$15,000	\$93,000
Description for Direct Sales Activities, Contract Services, Travel and Others	Honey buckets and hand wash station for 14 weeks, live music for 14 weeks, Washington state farmers market conference,		
In-Kind Contributions	One 28.hr per week intern through end of July from University of Puget Sound.		

**Amount in column a "Lodging Tax Funds Requested" must match "Amount of Lodging Tax Funding Requested" under 1a of application. ** Amount in column c "Total Project Cost" must match "Total Project Cost" under 1a of application.*

11. Funding History

a. Was this project funded with Lakewood lodging tax funds in fiscal year 2023? ☒ Yes ☐ No

b. If you answered yes to 11a, how much funding did you receive in 2023? \$ 57,000

c. If you answered no to 11a, what is the last year Lakewood funding was received and how much?

Year Amount awarded

No previous funding

11d. Indicate what efforts have been made to access funding from additional sources?

We make a concerted effort to find sponsors and to keep them year after year, especially those who have a broad audience to whom they can advertise the Farmers Market. We put their logos on over \$7000 totes, on fliers, street signs and advertisements which provides them with excellent marketing as well. Professional Farmers Market sponsor packets are created, and meeting scheduled up to 11 months in advance of the market. By applying to get interns and supervising them, full-time staff who devote their time to the market at no cost to the City

12. Coordination and Collaboration

Please provide information about any other organizations or agencies involved in this project/activity. Describe their level of involvement. Describe how this project coordinates with other tourism promotion efforts or services in the area, including Chambers of Commerce, local festivals, local lodging and restaurants. You may attach up to three letters of support from these organizations.

The Chamber of Commerce consistently supports the market it promotes tourism and has a strong economic impact. We collaborate with WIC program (Women Infant and Children program). The clinics come to our market regularly to distribute WIC FMNP (Farmers' Market Nutrition Program) checks.

All of the local hotels, distribute fliers and materials to promote our market. The local libraries are instrumental in helping us advertise the market.

I have partnered with the University of Puget Sounds Experiential Learning Program that provides interns at no cost, since the inception of the program.

Master Gardeners are a wonderful partner providing a unique, free service!

Our Sponsors are consistent collaborators. Having key sponsors not only keeps the market alive by providing financial support, but they help spread the word about the market to their constituents and stakeholders, have a physical presence at the market which helps promote their businesses. The second biggest employer in Lakewood, Virginia Mason Franciscan Health is the Presenting Sponsor. They send communication to their employees about attending the market as well as give them promotional materials. WSECU and all of the local banks agreed to distribute the brochures and farmers market note pads to their customers.

We continue a partnership with our local fire and police department and the Pierce County Conservation District who creates farmers Market brochures for South King County markets and distributes them widely. They created an agro tourism map that included the Lakewood Farmers Market information. Tilth Alliance created brochures and rack cards of all the markets in Pierce County.

We participate in the South Sound Farmers Market Managers group and attend monthly meetings. These are invaluable for information sharing, learning best practices and resources. We also help promote each other's markets.

We consider our customers of the market important partners, especially because the number one way people hear about the market is through word of mouth. Being responsive to their requests, interacting with them at the market and gathering their feedback are ways we maintain and strengthen this partnership.

14. Certification

The applicant hereby certifies and confirms:

1. That it does not now nor will it during the performance of any contract resulting from this proposal unlawfully discriminate against any employee, applicant for employment, client, customer, or other person(s) by reason of race, ethnicity, color, religion, age, gender, national origin, or disability;
2. That it will abide by all relevant local, state, and federal laws and regulations;
3. That it has read and understands the information contained in this application for funding and is in compliance with the provisions thereof, and;
4. That the individual signing below has the authority to certify to these provisions for the applicant organization, and declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used for the purposes set forth herein.

Primary Signature:



8-21-23

Printed Name & Title of Chief Administrator/Authorizing Official

Date

2024 Lakewood Farmers Market Marketing Plan

Printing (posters/fliers)	1,000
Print Advertising	8,000
street signs (qty 25)	2,000
Street Banners	\$3,000
Aframes/inserts	\$1,500
Market totes with dates/time location	\$2,500

Total: \$18,000

Advertising that takes place, that is not listed in the budget above:

- Connections magazine article to 30,000 households
- Reader boards
- Free community calendars
- City Manager's Bulletin
- Signage at SummerFEST
- Emails to all vendors, entertainers and partners with links to our event website and social media

City of Lakewood

Mayor: Jason Whalen

Deputy Mayor: Mary Moss

Council Members:

Paul Bocchi

Don Anderson

Michael Brandstetter

Patti Bell

Trestin Lauricella



Application for Fiscal Year 2024 Lodging Tax Grant Funds

Summer Nights at the Pavilion Concert Series



7. APPLICATION FOR FISCAL YEAR 2024 LTAC GRANT FUNDING

1a. Project Information

Project Name: Summer Nights at the Pavilion Concert Series

Amount of Lodging Tax Funding Requested: \$ \$30,000
(Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")

Total Project Cost: \$ 54,000
(Total Project Amount must match Project Budget column c "Total Project Cost")

1b. Applicant Organization

Name of Applicant Organization: City of Lakewood

Mailing Address: 6000 Main Street SW
Lakewood, WA 98498

Tax ID Number: 91-1698185

Organization Unified Business Identifier (UBI) 601667295
UBI Expiration Date:

Type of Organization: Municipality
(Non-profit, For-profit, Municipality, Private business, etc.)

1c. Contact:

Name: Sally Martinez

Title: Parks and Recreation Coordinator

Telephone: 253.983.7758

Email: smartinez@cityoflakewood.us

Signature: 

The signatory declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used only for the purposes set forth herein, and verifies that all the information contained in this application is valid and true to the best of his/her knowledge.

2. Project Description

- a. Event Date(s): June 25, July 2, 9,30th, August 6,13,20,27
- b. Event Location: Pavilion at Fort Steilacoom Park
- c. If there is a charge or fee for this activity, please describe how much and why.

No, the concerts are free to everyone

- d. Please provide a detailed, yet concise **scope of work (mandatory)** and/or proposed project/activity. Include information on the area the project will serve, its expected impact and list the responsible party(s).

The scope of work for the Summer Concerts is to provide 8 concerts. This takes place Tuesday evenings from 6:30-8:00pm from June through August of 2024. The concerts are strategically aligned with the dates of the Farmers Market and overall by a half hour so that concert goers can shop and buy dinner from the food trucks, then go to the concert. The market vendors see an increase in sales during this time. The concerts are free and have proven to attract families with children, young adults, and seniors. The concerts have proven to bring families together at a venue where they can all dance. We have learned through the concert series that families with children love to dance and the dance floor is always filled! The concerts are open to people from Lakewood as well as all surrounding areas

The scope of work involves:

Vetting and booking bands for each performance.

Organizing staff work the concert.

Setting up the stage and sound equipment, managing parking, putting out garbage cans and cleaning the area at the end of the evening,

Advertising: Creating signage and placing it. Creating fliers, signs and banners and distributing them.

Advertising on social media.

3. Beneficiaries

Please list and provide specific information regarding all individuals, businesses, areas, or organizations that will directly benefit from the project/activity.

Beneficiaries include Musicians, Dance and Theatre companies who perform.

The citizens of Lakewood and the surrounding area who enjoy the music and benefit from the program. Also:

Out of town guests who come to the performances.

Sponsors who gain visibility by financially contributing to the series.

Partners who have booths or fliers at the events to highlight upcoming events and programs.
to their organization.

Food trucks and Farmers Market Vendors

Hotels and shops in the area benefit from those who stay overnight.

4. Goals/Monitoring

Describe the goals of the project. Will the project result in an increase in overnight stays by visitors in Lakewood? If so, how will this increase be tracked and monitored? How will an increase in the sale of goods

and services as a result of the project be measured? What other short or long-term economic benefits will occur and how will that be tracked? Why do you believe those project/activity outcomes are feasible?

Note - Applicants will be required to submit a post-funding report providing pertinent data evaluating tourism benefits resulting from the use of lodging tax funds as compared with the estimates contained in this application.

The goals of the Summer Concert Series are to:

- Highlight Lakewood's beautiful parks and new pavilion.
- Encourage residents to enjoy an outdoor setting that provides a healthy environment for family bonding.
- Provide an avenue for "community building" in a Covid Safe environment
- Offer a unique event for out of town guests that will draw them back to the area in the future.

Out of town guests who visit family in Lakewood are much more likely to stay in hotels in the area if there is entertainment here. Instead of going to Tacoma or Seattle, they can stay in Lakewood and enjoy a first-rate concert in a unique and beautiful setting. When bands are from outside the area, we attract the family members and fans of those bands who will drive from outside the area to see them. It is reasonable to have surveys handed out at the concerts to track overnight stays and other pertinent data

5. Estimate how the funds will increase the amount of people traveling to Lakewood to stay overnight in paid accommodations.

We know the concerts attract roughly 4,500 people total. The funds will be used hire quality bands and musicians who are well known. We know that bands who have a higher rate (\$2,500 and up) bring people from outside the 50 mile radius because they are more well-known and have a broader fan base. We see a 50% increase in the crowd when we had bands that charged this rate.

These bands will have their own "Followers" to whom they market their events. Because the concerts are at night, there is a good chance that many people won't want to drive back to Seattle or other outlying areas late in the evening and will spend the night. We will also use the funds to professionally market and brand this concert series in a professional manner and distribute fliers to hotels which will increase the amount of people traveling to Lakewood for the concert series

6. Estimate how the funds will increase the amount of people traveling to Lakewood from more than 50 miles from their residences.

As mentioned above, the funds will be used hire quality bands and musicians who are well known. We know that bands that have a higher rate bring people from outside the 50 mile radius because they are more well-known and have a broader fan base. They travel from outside the 50 mile radius and bring along their fans, friends and family. The funds will also be used for marketing in a professional manner. Funds pay for advertising on social media and in magazines such as Show Case Magazine that reaches beyond the 50 mile radius. Funds are used to create banners and road signs which is the number one way people learn about our events. We use every means possible to advertise for free, such as having volunteers enter the information into over a dozen online calendars that reach beyond the 50 mile radius. With other attractions at the park like the playground and dog park, it makes it a perfect all day or half day outing that is well-worth the drive

7. Estimate how the funds will increase the amount of people traveling to Lakewood from outside their state or country.

The more we can pay bands, the better quality of band we can hire and the broader their fan base. Also other people coming from out of state are likely to be guests and visiting family members of Lakewood residents. These events are not only on par, but exceed the quality and unique atmosphere that can be found in other cities in the area.

8. Funding Requirements

Due to funding constraints, partial funding may be recommended by the LTAC. If partial funding is received, how will that impact the project/activity? Please describe:

The bulk of the funds are used to hire bands. If we receive partial funding, we will reduce the number of performances accordingly

9. Use of Funds

Provide detail on how the funds will be used. For example, \$20,000 of the funds will be used for marketing, \$5,000 for administration, \$10,000 for Consultants, etc.

Marketing \$4,500
Contract services; \$25,000
Admin: \$500

10. Project Budget (for non-capital projects). Do not include in-kind contributions.

Income: A diversified funding base is important to the success of any project. Please list all other sources of funding for the project, both anticipated and confirmed and when that funding will be available to the project. Include your own funding, sponsorships, other grants, etc.

Funding Source: List all revenue sources anticipated for 2024. Do not include requested Lodging Tax Funds	Amount	Confirmed? Yes/No	Date Available
Amazon	\$5,000	mo	
	\$		
	\$		
	\$		
	\$		
	\$		
	\$		

Expenses: Based on full funding, please list project costs.

Note: Certain expenses may not be reimbursable, at the sole discretion of the City of Lakewood.

You will only be reimbursed at the authorized rates. Insurance is not an eligible cost.

	a. Lodging Tax Funds Requested *	b. Other Funds (Do not include "in-kind" dollars)	c. Total Project Cost **
Personnel (salaries & benefits)	\$	\$20,000	\$20,000
Administration (rent, utilities, postage, supplies, janitorial services, etc.)	\$500	\$2,000	\$2,500
Marketing/Promotion	\$4,500	\$2,000	\$6,500
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	\$	\$	\$
Minor Equipment (computers, desks, etc.)	\$	\$	\$
Travel	\$	\$	\$
Contract Services Describe below	\$25,000	\$	\$25,000
Other Describe below	\$	\$	\$
TOTAL COST	\$30,000	\$24,000	\$54,000
Description for Direct Sales Activities, Contract Services, Travel and Others			
In-Kind Contributions			

*Amount in column a "Lodging Tax Funds Requested" must match "Amount of Lodging Tax Funding Requested" under 1a of application. ** Amount in column c "Total Project Cost" must match "Total Project Cost" under 1a of application.

11. Funding History

a. Was this project funded with Lakewood lodging tax funds in fiscal year 2023? ☒ Yes ☐ No

b. If you answered yes to 11a, how much funding did you receive in 2023? \$ 30,000.

c. If you answered no to 11a, what is the last year Lakewood funding was received and how much?

Year Amount awarded

No previous funding

11d. Indicate what efforts have been made to access funding from additional sources?

WE had a new sponsor this year, Amazon, for \$5,000. And we continually do outreach to entice sponsors to help fund our events. We work all year to maintain these relationships

12. Coordination and Collaboration

Please provide information about any other organizations or agencies involved in this project/activity. Describe their level of involvement. Describe how this project coordinates with other tourism promotion efforts or services in the area, including Chambers of Commerce, local festivals, local lodging and restaurants. You may attach up to three letters of support from these organizations.

We reach out to the local hotels to advertise the concert series.

We strategically time the concerts to have synergy with other local events and to not conflict with other local concerts, such as Steilacoom's concert series and Lakewood Gardens concert series.

We coordinate with JBLM for free military band performance who perform at no cost.

This year we collaborate with the Arts Commission and Clover Park Technical College for a new "Drum Circle" that was not cost to the City and very popular.

We collaborate with the Lakewood Famers Market to advertise the Concert Series to the customers.

We moved the concert dates to Tuesdays to align with the Famers market. So people can come to the market, then grab dinner and go to the concert. This creates a lot of cross promotion. We collaborate with SummerFEST which is a perfect venue to promote the series at no cost to thousands of people.

14. Certification

The applicant hereby certifies and confirms:

1. That it does not now nor will it during the performance of any contract resulting from this proposal unlawfully discriminate against any employee, applicant for employment, client, customer, or other person(s) by reason of race, ethnicity, color, religion, age, gender, national origin, or disability;
2. That it will abide by all relevant local, state, and federal laws and regulations;
3. That it has read and understands the information contained in this application for funding and is in compliance with the provisions thereof, and;
4. That the individual signing below has the authority to certify to these provisions for the applicant organization, and declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used for the purposes set forth herein.

Primary Signature:

Scott Collins 8-21-23

Printed Name & Title of Chief Administrator/Authorizing Official

Date

Summer Concert Series Marketing Plan

3 new Street Banners	\$3,000
Print Advertising	\$1,500
Total	\$4,500
*Note that the Communications Department will cover funds for social media advertising	

Advertising that takes place, that is not listed in the budget above:

- Connections magazine article to 30,000 households
- Reader boards
- Free community calendars
- Signage at the Farmers Market and SummerFEST
- City Manager's Bulletin
- Emails to all vendors, entertainers and partners with links to our event website and social media

City of Lakewood

Mayor: Jason Whalen

Deputy Mayor: Mary Moss

Council Members:

Paul Bocchi

Don Anderson

Michael Brandstetter

Patti Bell

Trestin Lauricella



Application for Fiscal Year 2024 Lodging Tax Grant Funds

SATURDAY STREET FESTIVALS



7. APPLICATION FOR FISCAL YEAR 2024 LTAC GRANT FUNDING

1a. Project Information

Project Name: Saturday Street Festivals on Motor Ave

Amount of Lodging Tax Funding Requested: \$ \$15,000
(Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")

Total Project Cost: \$ \$30,000
(Total Project Amount must match Project Budget column c "Total Project Cost")

1b. Applicant Organization

Name of Applicant Organization: City of Lakewood

Mailing Address: 6000 Main Street SW
Lakewood WA, 98499

Tax ID Number: 91-1698185

Organization Unified Business Identifier (UBI) 601667295
UBI Expiration Date:

Type of Organization: Municipality
(Non-profit, For-profit, Municipality, Private business, etc.)

1c. Contact:

Name: Sally Martinez

Title: Parks and Recreation Coordinator

Telephone: 253.983.7758

Email: smartinez@cityoflakewood.us

Signature: 

The signatory declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used only for the purposes set forth herein, and verifies that all the information contained in this application is valid and true to the best of his/her knowledge.

2. Project Description

- a. Event Date(s): June 1 and August 10, 2024
- b. Event Location: 6125 Motor Avenue
- c. If there is a charge or fee for this activity, please describe how much and why.

No, this event is free to the public

- d. Please provide a detailed, yet concise **scope of work (mandatory)** and/or proposed project/activity. Include information on the area the project will serve, its expected impact and list the responsible party(s).

Please note that we had 3 street festivals in 2023 that were funded at the \$30,000 level. In 2024 we will have two street festivals. Fiesta de la Familia, which was originally part of the street festivals will move to Fort Steilacoom Park to provide a bigger venue because of its popularity. There will be a separate LTAC application for that event. The scope of work for the street festivals includes:

Developing and implementing core elements of the street festival (Food, dance, music, cultural element, art element, teen element, market vendors)

Creating an Advertising plan for the event

Designing road signs and banners

Researching and securing the music, entertainers, and performers for each event.

Determining the decorations

Securing staff and volunteers for each event

Securing food trucks

Coordinating with the police for road closures

Coordinating with Public Works to close the roads

Engaging the Youth Council and School District for teen focused activities

Executing a marketing plan

Creating a safety plan

Creating vendor applications, rules and regulations

Processing applications from all vendors

Ordering honey buckets and hand wash station

Securing beer garden

Day of logistics for dining tent, stage, sound, etc.

Notifying the property owners and businesses

Set up and Break down

3. Beneficiaries

Please list and provide specific information regarding all individuals, businesses, areas, or organizations that will directly benefit from the project/activity.

Local businesses and restaurants who can both be highlighted at the event and who will get more business by those coming to the center of town for the event will benefit.

Local hotels may benefit from those participants and/or vendors and entertainers who stay overnight. Non-profit organizations and the school district benefit by having booths, and a forum from which to engage the public. The event ends at 8PM and breakdown takes until 10PM so some may choose to spend the night. The organizations, businesses, non profits and entertainers with whom we contract will benefit. The population of Lakewood will benefit and others who attend the event at no cost. It is a family bonding experience. Those who come will also benefit from it being "walkable". Many community members have requested a "walkable". The event brings pride to the citizens and celebrates people of all cultures and backgrounds

4. Goals/Monitoring

Describe the goals of the project. Will the project result in an increase in overnight stays by visitors in Lakewood? If so, how will this increase be tracked and monitored? How will an increase in the sale of goods and services as a result of the project be measured? What other short or long-term economic benefits will occur and how will that be tracked? Why do you believe those project/activity outcomes are feasible?

Note - Applicants will be required to submit a post-funding report providing pertinent data evaluating tourism benefits resulting from the use of lodging tax funds as compared with the estimates contained in this application.

Saturday Street Festivals on the Plaza have a goal of bringing people of all cultures and socio-economic backgrounds together in a safe atmosphere that promotes family bonding and community bonding.

The events have the potential to increase overnight stays in Lakewood. It will be tracked by working with the Best Western Hotel and monitoring their hotel stays at the time, and from the vendor and entertainer applications which show zip codes. We can also guestimate from the marketing that is done and how much reaches outside the 50 mile radius. We know that people who spend the night in Lakewood will also spend money at local restaurants and shops. We can track the sales of the market vendors and the sales of the food trucks and beer gardens. The street festivals add to the sense of community in Lakewood, making it a more desirable place to live and visit.

We know the project is successful because we already had four successful street festivals in 2022 and two successful events in 2023. . Similarly we hosted a Colonial Plaza Grand Opening event at the same location, with the same "core" elements and it was hugely successful. It will be successful because of all the partners that will be involved and because the community members in Lakewood have specifically asked for an event at this location and of this nature

5. Estimate how the funds will increase the amount of people traveling to Lakewood to stay overnight in paid accommodations.

The funds will make this event a possible, contribute to outstanding quality and broad advertising. We estimate that roughly 3,000 people will attend each event. There are two events so roughly 6,000 people will attend over the course of the three events. We know from surveys of our other events that approximately 5% percent of the attendees/vendors/entertainers will be from outside the 50 mile radius or state. For events like this it is likely that approximately 300 people will stay at a local hotel

6. Estimate how the funds will increase the amount of people traveling to Lakewood from more than 50 miles from their residences.

We estimate that roughly 3,000 people will attend each event. There are two events, so roughly \$6,000 people will attend over the course of the 3 events. We know from surveys of our other events that approximately 5% percent of the people will be from outside the 50 mile radius. So we can guestimate that 300 people will be from outside the 50 mile radius.

7. Estimate how the funds will increase the amount of people traveling to Lakewood from outside their state or country.

The funds will make this event a possible, contribute to outstanding quality of services and broad advertising. We estimate that roughly 3,000 people will attend each event. There are three events so roughly 6,000 people will attend over the course of the three events. We know from surveys of our other events that approximately 5% percent of the attendees/vendors/entertainers will be from outside the state and possibly stay at local hotels.

8. Funding Requirements

Due to funding constraints, partial funding may be recommended by the LTAC. If partial funding is received, how will that impact the project/activity? Please describe:

We will be operating the twoevents at the most minimal cost. So if partial funding is received, it would reduce the number of events accordingly

9. Use of Funds

Provide detail on how the funds will be used. For example, \$20,000 of the funds will be used for marketing, \$5,000 for administration, \$10,000 for Consultants, etc.

\$10,000 Contract services
\$3,000 administration
\$2,000 Marketing
,

10. Project Budget (for non-capital projects). Do not include in-kind contributions.

Income: A diversified funding base is important to the success of any project. Please list all other sources of funding for the project, both anticipated and confirmed and when that funding will be available to the project. Include your own funding, sponsorships, other grants, etc.

Funding Source: List all revenue sources anticipated for 2024. Do not include requested Lodging Tax Funds	Amount	Confirmed? Yes/No	Date Available
	\$		
	\$		
	\$		
	\$		
	\$		
	\$		
	\$		

Expenses: Based on full funding, please list project costs.

Note: Certain expenses may not be reimbursable, at the sole discretion of the City of Lakewood.

You will only be reimbursed at the authorized rates. Insurance is not an eligible cost.

	a. Lodging Tax Funds Requested *	b. Other Funds (Do not include "in-kind" dollars)	c. Total Project Cost **
Personnel (salaries & benefits)	\$	\$10,000	\$10,000
Administration (rent, utilities, postage, supplies, janitorial services, etc.)	\$3,000	\$3,000	\$6,000
Marketing/Promotion	\$2,000	\$2,000	\$4,000
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	\$	\$	\$
Minor Equipment (computers, desks, etc.)	\$	\$	\$
Travel	\$	\$	\$
Contract Services Describe below	\$10,000	\$	\$10,000
Other Describe below	\$	\$	\$
TOTAL COST	\$15,000	\$15,000	\$30,000
Description for Direct Sales Activities, Contract Services, Travel and Others	Honey buckets, hand wash stations, entertainers, face painters, balloon artists, DJ, Sound tech, etc		
In-Kind Contributions			

*Amount in column a "Lodging Tax Funds Requested" must match "Amount of Lodging Tax Funding Requested" under 1a of application. ** Amount in column c "Total Project Cost" must match "Total Project Cost" under 1a of application.

11. Funding History

a. Was this project funded with Lakewood lodging tax funds in fiscal year 2023? x Yes No

b. If you answered yes to 11a, how much funding did you receive in 2023? \$ 30,000

c. If you answered no to 11a, what is the last year Lakewood funding was received and how much?

Year Amount awarded

No previous funding

11d. Indicate what efforts have been made to access funding from additional sources?

I meet regularly with businesses who are interested in sponsoring events. I take the time to inform them of the Street Festivals as a funding opportunity

12. Coordination and Collaboration

Please provide information about any other organizations or agencies involved in this project/activity. Describe their level of involvement. Describe how this project coordinates with other tourism promotion efforts or services in the area, including Chambers of Commerce, local festivals, local lodging and restaurants. You may attach up to three letters of support from these organizations.

The Clover Park School District is a key partner and attends every event as well as advertises to all of their families. They also attend every event and bring a school bus.

Lakewood Multi-cultural Coalition, attends each event

Pierce and Sound Transit for various partnerships

Local Businesses are vendors at the event

Many nonprofits who attend the event to do outreach

Best Western for tourism, hotel stays and cross promotion

Youth Council work the event and plan and implement activities for teens

Chamber of Commerce for collaboration with businesses and bring awareness of the events

Lakewold Gardens for collaboration with artists

Arts Commission – this will be part of their work plan and they will assist in the events

Police Department for traffic plan and street closure on Motor Ave

Fire Department for displays and information-they attend every event.

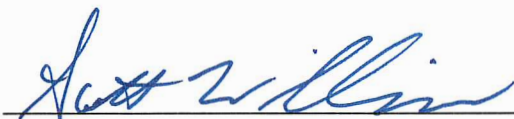
Cross promote at the Farmers Market, SummerFEST and Concert series to advertise to a wide audience

14. Certification

The applicant hereby certifies and confirms:

1. That it does not now nor will it during the performance of any contract resulting from this proposal unlawfully discriminate against any employee, applicant for employment, client, customer, or other person(s) by reason of race, ethnicity, color, religion, age, gender, national origin, or disability;
2. That it will abide by all relevant local, state, and federal laws and regulations;
3. That it has read and understands the information contained in this application for funding and is in compliance with the provisions thereof, and;
4. That the individual signing below has the authority to certify to these provisions for the applicant organization, and declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used for the purposes set forth herein.

Primary Signature:

 8-21-23

Printed Name & Title of Chief Administrator/Authorizing Official

Date

Saturday Street Festivals on Motor Ave Marketing Plan

2 street Banners	\$2000
TOTAL	\$2,000

The Communications Team Will be Funding the Social Media Advertising for this event.

Advertising that takes place, that is not listed in the budget above:

- Connections magazine article to 30,000 households
- Reader boards
- Free community calendars
- Signage at the Farmers Market and SummerFEST
- City Managers Bulletin
- Emails to all vendors, entertainers and partners with links to our event website and social media

City of Lakewood

Mayor: Jason Whalen

Deputy Mayor: Mary Moss

Council Members:

Paul Bocchi

Don Anderson

Michael Brandstetter

Patti Bell

Trestin Lauricella



Application for Fiscal Year 2024 Lodging Tax Grant Funds

FIESTA DE LA FAMILIA



7. APPLICATION FOR FISCAL YEAR 2024 LTAC GRANT FUNDING

1a. Project Information

Project Name: Fiesta de la Familia

Amount of Lodging Tax Funding Requested: \$ 27,000
(Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")

Total Project Cost: \$ 52,000
(Total Project Amount must match Project Budget column c "Total Project Cost")

1b. Applicant Organization

Name of Applicant Organization: City of Lakewood

Mailing Address: 6000 Main Street SW
Lakewood WA 98498

Tax ID Number: 91-1698185

Organization Unified Business Identifier (UBI) 601667295

UBI Expiration Date:

Type of Organization: Municipality
(Non-profit, For-profit, Municipality, Private business, etc.)

1c. Contact:

Name: Sally Martinez

Title: Parks and Recreation Coordinator

Telephone: 253.983.7758

Email: smartinez@cityoflakewood.us

Signature: 

The signatory declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used only for the purposes set forth herein, and verifies that all the information contained in this application is valid and true to the best of his/her knowledge.

2. Project Description

- a. Event Date(s): September 7, 2024 from noon to 7pm
- b. Event Location: Fort Steilacoom Park
- c. If there is a charge or fee for this activity, please describe how much and why.

No, it is free to the public
- d. Please provide a detailed, yet concise **scope of work (mandatory)** and/or proposed project/activity. Include information on the area the project will serve, its expected impact and list the responsible party(s).

Fiesta de la Familia is a celebration of the Hispanic and Latinx people, culture and traditions. Hispanic students comprise more than 40% of the Clover Park School District students. This is a very new event, and a one of a kind event that fills an important niche. The scope of work includes:

Developing a juried art show with prizes

Securing sponsors for the prizes

Securing judges

Securing artists

Logistics of setting up the art show and decorations

There is a display of all the signal box wraps that have been produced in the City of Lakewood, which takes coordination with the Print Shop

Securing roaming entertainment

Creating an Offrenda

Securing main stage music and entertainment at the pavilion

Organizing a car show

Meeting monthly with a committee made up of representatives from the Hispanic community to develop all aspects of the event

Securing food trucks

Advertising and branding the event

Developing hands on activities and art to implement at the event

Creating vendor applications

Vetting vendors and processing applications

Securing a sound tech

Communicating regularly with all of the musicians, entertainers, artists vendors and food trucks

Parking plan

Safety Plan

Coordination with Police, Fire, Parks and Operations and Maintenance teams

3. Beneficiaries

Please list and provide specific information regarding all individuals, businesses, areas, or organizations that will directly benefit from the project/activity.

This is a very new event, and because it is one of a kind, and fills an important niche, it is gaining the attention of sponsors.

Others who will directly benefit are:

.Musicians, Dance and Theatre companies who perform.
 The citizens of Lakewood and the surrounding area benefit from being able to attend a free event.
 All individuals enjoy the music, dancers, art, offrenda, car show and other activities at the event.
 Out of town guests who come to the event benefit
 Vendors benefit financially
 Partners benefit from the exposure and being aligned with a successful festival
 Sponsors who gain visibility by financially contributing to the series.
 Artists benefit from having a location to show their art
 Food trucks benefit
 Hotels who have additional overnight stays because of the event.

4. Goals/Monitoring

Describe the goals of the project. Will the project result in an increase in overnight stays by visitors in Lakewood? If so, how will this increase be tracked and monitored? How will an increase in the sale of goods and services as a result of the project be measured? What other short or long-term economic benefits will occur and how will that be tracked? Why do you believe those project/activity outcomes are feasible?

Note - Applicants will be required to submit a post-funding report providing pertinent data evaluating tourism benefits resulting from the use of lodging tax funds as compared with the estimates contained in this application.

The goals of the Fiesta de la Familia are to:

- Have a one of a kind event that Highlights the culture of the largest minority population in Lakewood.
- To have an event that is free and accessible to everyone so no one is left out.
- To highlight the beautiful Fort Steilacoom Park and use the new pavilion.
- Encourage residents to enjoy an outdoor festival that is safe regardless of the COVID situation, has a free parking and a setting that provides a healthy environment for family bonding.
- Provide an avenue for “community building”
- To highlight artists, dancers and musicians
- Offer a unique event for out of town guests that will draw them back to the area in the future.
- To attract people from outside the state and 50 mile radius
- To attract sponsors and partners

All vendor applications and contracts ask for addresses, so we will be able to monitor how many come from outside of the 50 mile radius or the state. Similarly the car show registration will ask for this information. We will have a survey with a QR code that asks participants if they are coming from outside the 50 mile radius or outside the state. There will be an incentive to fill out the survey such as a farmers market tote. These surveys have proven to be very successful.

5. Estimate how the funds will increase the amount of people traveling to Lakewood to stay overnight in paid accommodations.

This event is one-of a kind. We know from our other events that between 5-10% of participants come from outside the 50 mile radius and are thus likely to spend the night. We expect 4-7,000 people at this event. Some of the funds will be used to advertise the event beyond the 50 mile radius. We will invite artists for the art show who live outside the 50 mile radius.

6. Estimate how the funds will increase the amount of people traveling to Lakewood from more than 50 miles from their residences.

See above

7. Estimate how the funds will increase the amount of people traveling to Lakewood from outside their state or country.

See question 5.

8. Funding Requirements

Due to funding constraints, partial funding may be recommended by the LTAC. If partial funding is received, how will that impact the project/activity? Please describe:

I honestly can't think of one element that is extraneous to cut out of the budget. If funds are not available to cover the expenses we would consider not having this event.

9. Use of Funds

Provide detail on how the funds will be used. For example, \$20,000 of the funds will be used for marketing, \$5,000 for administration, \$10,000 for Consultants, etc.

Admin: \$5,000

Marketing \$2,000

Contract Services \$20,000

10. Project Budget (for non-capital projects). Do not include in-kind contributions.

<i>Income: A diversified funding base is important to the success of any project. Please list all other sources of funding for the project, both anticipated and confirmed and when that funding will be available to the project. Include your own funding, sponsorships, other grants, etc.</i>			
Funding Source: List all revenue sources anticipated for 2024. Do not include requested Lodging Tax Funds	Amount	Confirmed? Yes/No	Date Available
KBTC Television	\$3,500	no	
Print Shop NW	\$1,500	mo	
Twinn Star Credit Union	\$2,000		
	\$		
	\$		
	\$		
	\$		
<i>Expenses: Based on full funding, please list project costs.</i> <i>Note: Certain expenses may not be reimbursable, at the sole discretion of the City of Lakewood.</i> <i>You will only be reimbursed at the authorized rates. Insurance is not an eligible cost.</i>			
	a. Lodging Tax Funds Requested *	b. Other Funds (Do not include "in-kind" dollars)	c. Total Project Cost **
Personnel (salaries & benefits)	\$	\$25,000	\$25,000
Administration (rent, utilities, postage, supplies, janitorial services, etc.)	\$5,000	\$	\$5,000
Marketing/Promotion	\$2,000	\$	\$2,000
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	\$	\$	\$
Minor Equipment (computers, desks, etc.)	\$	\$	\$
Travel	\$	\$	\$
Contract Services Describe below	\$20,000	\$	\$20,000
Other Describe below	\$	\$	\$
TOTAL COST	\$27,000	\$	\$52,000
Description for Direct Sales Activities, Contract Services, Travel and Others	Sound tech, musicians, bands, dancers, emcee, art installations (Offrenda, decorations), roaming entertainment, face painters, honey buckets,		
In-Kind Contributions	Banners made by CPSD, TV Commericals by sponsor KBTC TV, Art cash awards and prizes by Print Shop NW, Organization of the art show by lead artist Mauricio, planning committee's time		

*Amount in column a "Lodging Tax Funds Requested" must match "Amount of Lodging Tax Funding Requested" under 1a of application. ** Amount in column c "Total Project Cost" must match "Total Project Cost" under 1a of application.

11. Funding History

a. Was this project funded with Lakewood lodging tax funds in fiscal year 2023? Yes No

b. If you answered yes to 11a, how much funding did you receive in 2023? \$

c. If you answered no to 11a, what is the last year Lakewood funding was received and how much?

Year	Amount awarded	No previous funding
------	----------------	---------------------

11d. Indicate what efforts have been made to access funding from additional sources?

This is a very new event, and because it is one of a kind, and fills an important niche, it is gaining the attention of sponsors.

In 2023 I secured sponsorships from:

KBTC Television who is offering free commercials and characters at the event such as Alma from their popular TV series.

Print Shop Northwest who is providing \$1,600 in inkind donations

Twin Star Credit Union for \$2,000.

12. Coordination and Collaboration

Please provide information about any other organizations or agencies involved in this project/activity. Describe their level of involvement. Describe how this project coordinates with other tourism promotion efforts or services in the area, including Chambers of Commerce, local festivals, local lodging and restaurants. You may attach up to three letters of support from these organizations.

The Planning Committee that meets monthly to develop the event includes individual from Clover Park School District. El Centro Latino, KBTC television, ArtS Commission, Clover Park Technical College, Pierce College and more. We coordinate with our sponsors to advertise the event to their constituents


We coordinate with SummerFEST and the Farmers Market to advertise the event to the thousands of people who attend with A frame signs and fliers.

14. Certification

The applicant hereby certifies and confirms:

1. That it does not now nor will it during the performance of any contract resulting from this proposal unlawfully discriminate against any employee, applicant for employment, client, customer, or other person(s) by reason of race, ethnicity, color, religion, age, gender, national origin, or disability;
2. That it will abide by all relevant local, state, and federal laws and regulations;
3. That it has read and understands the information contained in this application for funding and is in compliance with the provisions thereof, and;
4. That the individual signing below has the authority to certify to these provisions for the applicant organization, and declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used for the purposes set forth herein.

Primary Signature:

 8-21-23

Printed Name & Title of Chief Administrator/Authorizing Official

Date

Fiesta de la Familia Marketing Plan

Print Advertising	\$2,000
Total *Note that the Communications Team will be funding the social media advertising for the event and street signs will be made in-house	\$2,000

Advertising that takes place, that is not listed in the budget above:

- Connections magazine article to 30,000 households
- Reader boards
- Free community calendars
- Signage at the Farmers Market, SummerFEST and Summer Concerts
- City Manager's Bulletin
- Banners produced by our partner, the Clover Park School District
- Cable television commercials, through sponsorship
- Fliers that are translated into Spanish by CPSD
- Emails to all vendors, entertainers and partners with links to our event website and social media

City of Lakewood

Mayor: Jason Whalen

Deputy Mayor: Mary Moss

Council Members:

Paul Bocchi

Don Anderson

Michael Brandstetter

Patti Bell

Trestin Lauricella

7. APPLICATION FOR FISCAL YEAR 2024 LTAC GRANT FUNDING

1a. Project Information

Project Name: Lakewood Tourism & Event Promotion Services

Amount of Lodging Tax Funding Requested: \$112,000.00
(Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")

Total Project Cost: \$112,000.00
(Total Project Amount must match Project Budget column c "Total Project Cost")

1b. Applicant Organization

Name of Applicant Organization: Lakewood Chamber of Commerce

Mailing Address: 6310 Mount Tacoma Drive SW
Suite B
Lakewood, WA 98499

Tax ID Number: 91-0892937

Organization Unified Business Identifier (UBI) 601021198
UBI Expiration Date: September 30, 2024

Type of Organization: Non-profit
(Non-profit, For-profit, Municipality, Private business, etc.)

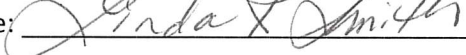
1c. Contact:

Name: Linda K. Smith

Title: President/CEO

Telephone: 253-582-9400, ext. 1002

Email: lsmith@lakewood-wa.com

Signature: 

The signatory declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used only for the purposes set forth herein, and verifies that all the information contained in this application is valid and true to the best of his/her knowledge.

2. Project Description

- a. Event Date(s): January 1, 2024 – December 31, 2024
- b. Event Location: Services to promote tourism will be held throughout the City of Lakewood.
- c. If there is a charge or fee for this activity, please describe how much and why.

Services surrounding tourism and event related promotions are free of charge to the public. The requested lodging tax contract of \$110,000 is to cover expenses for the fiscal year.

- d. Please provide a detailed, yet concise **scope of work (mandatory)** and/or proposed project/activity. Include information on the area the project will serve, its expected impact and list the responsible party(s).

Our objective continues to stay focused on the individual consumer travel campaign into 2024. We will continue to serve as the lead destination marketing organization, focusing on individual and family travelers to come to Lakewood for overnight, shopping, dining and tour and event experiences in the area through combined efforts of our lodging, restaurants, attractions and retailers. Lakewood and surrounding areas offer the ideal getaway destination with open spaces, clean environment and safety. We'll continue to offer more reasons for the visiting public to extend their stay with the resources available in our Visitor Information Center. Our focus market will be Seattle north, eastern Washington, and Portland south.

Provide optimum, full-service visitor information/promotions in support of the City of Lakewood and surrounding area. We will continue to create publications, brochures, drive tour itineraries and ads offering information addressing lodging, attractions, dining, tours and events, as well as on-line access to previously stated pieces on our web site and social media.

The Chamber-operated Visitor Information Center will continue to ensure that we are the one-stop resource for out-of-town visitors 7 days a week (excluding federal holidays), a welcoming presence for the City of Lakewood.

3. Beneficiaries

Please list and provide specific information regarding all individuals, businesses, areas, or organizations that will directly benefit from the project/activity.

Serving as the lead destination marketing organization for Lakewood, our objective is to provide tourist information and services to the visiting public, thereby offering up opportunities to enhance/extend their visit/vacation experience. We will also be available to our local residents, including military personnel and their families as a one-stop resource for events, attractions, dining and shopping to encourage more spending in Lakewood.

Increasing our businesses' bottom line encourages growth and additional tax revenues that directly impact all citizens in the City of Lakewood. The businesses that benefit include, but are not limited to: lodging, restaurants, attractions, retailers and service businesses. Growth in business provides more jobs for our local economy as well as an increased tax base.

New lodging properties have added to the inventory and choice of accommodations in Lakewood. These much needed properties increases our ability to promote Lakewood as a great place for overnight stays. Increasing the number of "heads in beds," grows the lodging tax and sales tax revenue for our city. |

4. Goals/Monitoring

Describe the goals of the project. Will the project result in an increase in overnight stays by visitors in Lakewood? If so, how will this increase be tracked and monitored? How will an increase in the sale of goods and services as a result of the project be measured? What other short or long-term economic benefits will occur and how will that be tracked? Why do you believe those project/activity outcomes are feasible?

Note - Applicants will be required to submit a post-funding report providing pertinent data evaluating tourism benefits resulting from the use of lodging tax funds as compared with the estimates contained in this application.

| Lakewood continues to fare better than many surrounding cities. Our Revenue per Available Room and Average Daily Rate continues to enjoy a slight increase, year-over-year.

Our goal is to continue to promote/encourage overnight stays and to increase awareness of all the unique activities and attractions that are available in Lakewood and vicinity.

Short-term benefits are what we see in the taxes collected. Long-term benefits include how well we do with future tax collections, as well as bookings for meetings and events, articles in travel and meeting publications, and repeat visits to the area.

We will calculate local retail sales tax collected, as well as lodging tax receipts collected as our bottom line gauge. Detailed data is made available by Travel+Tacoma. The latest figures by Dean Runyan show that travel spending in Lakewood exceeds \$93 million, providing more than 950 jobs. Local and state tax receipts total more than \$9.6 million. Average expenditures for a party of two, overnighing for two nights in Pierce County totals \$350 in revenue |

5. Estimate how the funds will increase the amount of people traveling to Lakewood to stay overnight in paid accommodations.

| Even amidst financial uncertainty, Americans haven't pumped the brakes on travel. A recent survey conducted by Forbes says of these respondents, 23% noted that they will travel during the off-season and 21% selected they'll even consider alternate destinations in search of better value. Some of the best places to travel in 2023 are lesser-known with lower prices. A large percentage of the population continue craving and planning travel experiences. We can expect to see residents in the Pacific Northwest and throughout the states driving to vacation and "staycation" destinations with more frequency. We are the ideal getaway for the Seattle/north, Spokane/east and Portland/south market. Close enough to drive to, but far enough that overnighing stays make sense. We'll continue promoting awareness of our local attractions, shopping and dining experiences through our social media and television ad campaign - as a safe, affordable place to visit - as well as the perfect central location for hub and spoke tours - encouraging visits and overnight stays. The Chamber is also establishing a higher degree of visibility online through efforts to increase our search engine optimization in users looking for tourist and meeting destinations in Washington State. We'll take advantage of any partnership opportunities with umbrella organization Travel+Tacoma that includes Familiarization Tours, purchasing ad space, as well as ensuring direct links are on our social media platforms.

Placement of our lure brochures and events calendars at Visitor Information Centers outside of our area will also enhance awareness and encourage visitations.

The Chamber is proposing to integrate more technology into the Visitor Information Center with an interactive touch screen kiosk to provide visitors with more options to find additional tourist information, as well as directions. |

6. Estimate how the funds will increase the amount of people traveling to Lakewood from more than 50 miles from their residences.

|Even amidst financial uncertainty, Americans haven't pumped the brakes on travel. A recent survey conducted by Forbes says of these respondents, 23% noted that they will travel during the off-season and 21% selected they'll even consider alternate destinations in search of better value. Some of the best places to travel in 2023 are lesser-known with lower prices. A large percentage of the population continue craving and planning travel experiences. We can expect to see residents in the Pacific Northwest and throughout the states driving to vacation and "staycation" destinations with more frequency. We are the ideal getaway for the Seattle/north, Spokane/east and Portland/south market. Close enough to drive to, but far enough that overnighting stays make sense. We'll continue promoting awareness of our local attractions, shopping and dining experiences through our social media and television ad campaign - as a safe, affordable place to visit - as well as the perfect central location for hub and spoke tours - encouraging visits and overnight stays. The Chamber is also establishing a higher degree of visibility online through efforts to increase our search engine optimization in users looking for tourist and meeting destinations in Washington State. We'll take advantage of any partnership opportunities with umbrella organization Travel+Tacoma that includes Familiarization Tours, purchasing ad space, as well as ensuring direct links are on our social media platforms.

Placement of our lure brochures and events calendars at Visitor Information Centers outside of our area will also enhance awareness and encourage visitations.

The Chamber is proposing to integrate more technology into the Visitor Information Center with an interactive touch screen kiosk to provide visitors with more options to find additional tourist information, as well as directions. |

7. Estimate how the funds will increase the amount of people traveling to Lakewood from outside their state or country.

|As mentioned earlier, travel is making a continued comeback since taking a dip during the pandemic. Our plans are to take advantage of any partnership opportunities with umbrella organization Travel+Tacoma that includes Familiarization Tours, purchasing ad space in their publications, as well as ensuring direct links are on our social media platforms. Television ad buys will continue in Northwest states with links to drive tour itineraries encouraging visits and overnight stays. |

8. Funding Requirements

Due to funding constraints, partial funding may be recommended by the LTAC. If partial funding is received, how will that impact the project/activity? Please describe:

The Visitor Information Center is currently open 7 days a week. Without full funding, the hours would have to be eliminated on weekends. Tourism advertising sales and activities such as tourist video creation and television ad air-time, and lure brochures development and distribution will not occur or will be scaled back, leaving limited real opportunities to advertise and market Lakewood. |

9. Use of Funds

Provide detail on how the funds will be used. For example, \$20,000 of the funds will be used for marketing, \$5,000 for administration, \$10,000 for Consultants, etc.

|\$45,000 Marketing Promotion & Advertising

\$30,000 Administration/Operations

\$37,000 Personnel |

10. Project Budget (for non-capital projects). Do not include in-kind contributions.

Income: A diversified funding base is important to the success of any project. Please list all other sources of funding for the project, both anticipated and confirmed and when that funding will be available to the project. Include your own funding, sponsorships, other grants, etc.

Funding Source: List all revenue sources anticipated for 2024. Do not include requested Lodging Tax Funds	Amount	Confirmed? Yes/No	Date Available
	\$		
	\$		
	\$		
	\$		
	\$		
	\$		
	\$		

Expenses: Based on full funding, please list project costs.

Note: Certain expenses may not be reimbursable, at the sole discretion of the City of Lakewood.

You will only be reimbursed at the authorized rates. Insurance is not an eligible cost.

	a. Lodging Tax Funds Requested *	b. Other Funds (Do not include "in-kind" dollars)	c. Total Project Cost **
Personnel (salaries & benefits)	\$37,000.00	\$	\$37,000.00
Administration (rent, utilities, postage, supplies, janitorial services, etc.)	\$30,000.00	\$	\$30,000.00
Marketing/Promotion	\$45,000.00	\$	\$45,000.00
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	\$	\$	\$
Minor Equipment (computers, desks, etc.)	\$	\$	\$
Travel	\$	\$	\$
Contract Services Describe below	\$	\$	\$
Other Describe below	\$	\$	\$
TOTAL COST	\$112,000.00	\$	\$112,000.00
Description for Direct Sales Activities, Contract Services, Travel and Others			
In-Kind Contributions			

**Amount in column a "Lodging Tax Funds Requested" must match "Amount of Lodging Tax Funding Requested" under 1a of application. ** Amount in column c "Total Project Cost" must match "Total Project Cost" under 1a of application.*

11. Funding History

a. Was this project funded with Lakewood lodging tax funds in fiscal year 2023? ☒ Yes ☐ No

b. If you answered yes to 11a, how much funding did you receive in 2023? \$100,000.00

c. If you answered no to 11a, what is the last year Lakewood funding was received and how much?

Year Amount awarded

No previous funding ☐

11d. Indicate what efforts have been made to access funding from additional sources?

Currently, we are not aware of other funding resources available for tourism promotions in Lakewood.

12. Coordination and Collaboration

Please provide information about any other organizations or agencies involved in this project/activity. Describe their level of involvement. Describe how this project coordinates with other tourism promotion efforts or services in the area, including Chambers of Commerce, local festivals, local lodging and restaurants. You may attach up to three letters of support from these organizations.

The Chamber supports and promotes activities and events through print advertising, social media and television advertising placements, as well as on JBLM. Will continue to post/share information on Lakewood Gardens, Thornewood Castle, Lakewood History Museum, Historic Fort Steilacoom, Lakewood Playhouse, our parks, golf courses, gardens, lakes recreation, community events and more.

Continue to work with Travel+Tacoma as our regional "umbrella" organization, collaborating to provide tourism promotional collaterals and brochures to include in the Tacoma Visitor Information Center, assist with updates about local events and activities, as well as serve as a resource for local photography needs. Assist Travel+Tacoma to best promote Lakewood in the Tacoma Regional Visitor Guide.

We will continue to assist when amateur sporting competitions come to or are held nearby Lakewood. The Chamber can provide information on local dining, retail, attractions and lodging information for out-of-town participants to encourage spending in Lakewood.

13. Capital Projects Budget

Note: A capital project requires a proportional degree of city ownership in the facility. Therefore, capital projects where there is **no city ownership are not eligible** to receive funding.

Supporting the Capital Expenditures and/or Operation of City Tourism-Related Facilities

FUNDING/TIMELINE	Responsible Parties, Methods, Means	Begin (Dates or Periods)	End (Dates or Periods)	Amount Requested From Lodging Funds	Other Funds Committed or Proposed*	TOTALS
Design & Inspection				\$	\$	\$
Other Consultants				\$	\$	\$
Permits & Fees				\$	\$	\$
Land Acquisition				\$	\$	\$
Site Development & Landscape				\$	\$	\$
Buildings (New Construction)				\$	\$	\$
Building Renovations (Includes Access)				\$	\$	\$
Other (Specify) <i>Insurance is not an eligible cost.</i>				\$	\$	\$
TOTAL				\$	\$	\$

*If other funds are committed, please attach a letter of commitment from the funding source.

14. Certification

The applicant hereby certifies and confirms:

1. That it does not now nor will it during the performance of any contract resulting from this proposal unlawfully discriminate against any employee, applicant for employment, client, customer, or other person(s) by reason of race, ethnicity, color, religion, age, gender, national origin, or disability;
2. That it will abide by all relevant local, state, and federal laws and regulations;
3. That it has read and understands the information contained in this application for funding and is in compliance with the provisions thereof, and;
4. That the individual signing below has the authority to certify to these provisions for the applicant organization, and declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used for the purposes set forth herein.

Primary Signature:



Linda K. Smith, President/CEO

Printed Name & Title of Chief Administrator/Authorizing Official

8/21/2023

Date

15. E-Verify Requirements for Contractors & Certification

By Ordinance, the City of Lakewood requires that all contractors who enter into agreements to provide services or products to the City use the Department of Homeland Security's E-Verify system when hiring new employees for the term of the contract.

E-Verify is an electronic system designed to verify the documentation of job applicants. It is run by the Department of Homeland Security.

Who is affected?

- All contractors doing business for the City of Lakewood.
 - There is no minimum dollar value for contracts affected.
- All subcontractors employed by the general contractor on these contracts.

Are there exceptions?

- Contracts for "Commercial-Off-The-Shelf" items are exempted from this requirement.
- Individuals, Companies, or other organizations that do not have employees.

How long must the contractor comply with the E-Verify system?

- For at least the term of the contract.

Are there other stipulations?

- E-Verify must be used ONLY for NEW HIRES during the term of the contract. It is NOT to be used for EXISTING EMPLOYEES.
- E-Verify must be used to verify the documentation of ANY new employee during the term of the contract, not just those directly or indirectly working on deliverables related to the City of Lakewood contract.

How will the City of Lakewood check for compliance?

- All contractors will retain a copy of the E-Verify Memorandum of Understanding that they execute with the Department of Homeland Security AND
- Sign and submit to the City an Affidavit of Compliance with their signed contract.
- All General Contractors will be required to have their subcontractors sign an Affidavit of Compliance and retain that Affidavit for 4 years after end of the contract.
- The City of Lakewood has the right to audit the Contractor's compliance with the E-Verify Ordinance.

Further information on E-Verify can be found at the following website: <https://www.e-verify.gov>

If you have questions about the City's E-Verify Ordinance, please contact the City of Lakewood's legal department prior to contracting with the City.

CITY OF LAKEWOOD

AFFIDAVIT OF COMPLIANCE WITH LAKEWOOD MUNICIPAL CODE 1.42
"E-VERIFY"

As the person duly authorized to enter into such commitment for

Lakewood Chamber of Commerce

COMPANY OR ORGANIZATION NAME


I hereby certify that the Company or Organization named herein will

(Check one box below)

☒ Be in compliance with all of the requirements of City of Lakewood Municipal Code Chapter 1.42 for the duration of the contract entered into between the City of Lakewood and the Company or Organization.

- OR -

☐ Hire no employees for the term of the contract between the City and the Company or Organization.


Signature

Linda K. Smith, President/CEO
Print Name and Title

8/21/2023
Date

27-2-12
S

Return any reply to:

815 Second Avenue, Seattle, Wash. 98174

Department of the Treasury

G. A. Tornow
(206) 442-5110

District Director

Internal Revenue Service

Date:

FEB 28 1974

In reply refer to:

L-179, Code 428

SEA:EO:75-215



Lakewood Area Chamber of Commerce
P.O. Box 99084
Tacoma, WA 98409

Internal Revenue Code: Section 501(c) (6)
Form 990 Required: ☒ Yes ☐ No
Accounting Period Ending: September 31

Dear Applicant:

Based on information supplied, and assuming your operations will be as stated in your application for recognition of exemption, we have determined you are exempt from Federal income tax under the provisions of the Internal Revenue Code section indicated above.

Unless specifically excepted, you are liable for taxes under the Federal Insurance Contributions Act (social security taxes) on remuneration of \$50 or more to each of your employees during a calendar quarter. And, unless excepted, you are also liable for tax under the Federal Unemployment Tax Act on remuneration of \$50 or more to each of your employees during a calendar quarter if, during the current or preceding calendar year, you have one or more employees at any time in each of 20 calendar weeks or pay wages of \$1,500 or more in any calendar quarter. If you have any questions about excise, employment, or other Federal taxes, please address them to this office.

If your purposes, character, or method of operation is changed, you must let us know so we can consider the effect of the change on your exempt-status. Also, you must inform us of all changes in your name or address.

The block checked at the top of this letter shows whether you must file Form 990, Return of Organization Exempt From Income Tax. If the Yes box is checked, you are only required to file Form 990 if your gross receipts each year are normally more than \$5,000. If a return is required, it must be filed by the 15th day of the fifth month after the end of your annual accounting period. The law imposes a penalty of \$10 a day, up to a maximum of \$5,000, for failure to file the return on time.

(OVER)

Form L-179 (Rev. 4-73)


You are not required to file Federal income tax returns unless you are subject to the tax on unrelated business income under section 511 of the Code. If you are subject to this tax, you must file an income tax return on Form 990-T. In this letter we are not determining whether any of your present or proposed activities are unrelated trade or business as defined in section 513 of the Code.

You need an employer identification number even if you have no employees. If an employer identification number was not entered on your application, a number will be assigned to you and you will be advised of it. Please use that number on all returns you file and in all correspondence with the Internal Revenue Service.

Please keep this determination letter in your permanent records.

Contributions to you as a chamber of commerce organization are not deductible under the provisions of section 170 of the Internal Revenue Code. Please advise your contributors to that effect.

Sincerely yours,



Michael Sassi
District Director



2024 Marketing Plan & Budget

Lakewood Tourism & Event Promotion Services

Our Objective

Facilitate and promote a community brand, increase job opportunities and economic prosperity, by increasing visitations and overnight stays into Lakewood.

Linda K. Smith
lsmith@lakewood-wa.com

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- Social Media

Summary

Our organization

The Lakewood Chamber of Commerce and Visitor Information Center is located at 6310 Mt. Tacoma Drive SW in Lakewood, WA.

Our objective is to promote a favorable business climate through professionally coordinated business development and marketing strategies while promoting a healthy and desirable community in which to visit, live, work and do business.

Our core missions

Promoting the Community

Providing Networking Opportunities

Representing the Interests of Business with Government through Advocacy

Creating a Strong Local Economy

Our Marketing Leaders

Linda K. Smith

President/CEO

Over 40 years of experience in hospitality, marketing and event planning.

Scott Jonson

Office Manager and Visitor Information Center Coordinator

Over 30 years of experience in hospitality training and marketing

Objective

The Lakewood Chamber has the goal to continue serving as the lead destination marketing organization to encourage individual visitors and groups to come to Lakewood to overnight, shop, dine and tour the area through combined efforts of our lodging, restaurants, attractions, and retailers and meeting spaces. We offer more reasons for the visiting public to extend their stay at our Visitor Information Center. Individual travelers remain our primary focus.

In order to accomplish that, the Chamber will pursue the following:

We began focusing on a regional travel campaign for the past three years and it will continue to be our focus into 2024. We will continue to serve as the lead destination marketing organization, focusing on individual and family travelers to come to Lakewood to overnight, shop, dine and tour the area through combined efforts of our lodging, restaurants, attractions and retailers. Lakewood and surrounding areas offer the ideal getaway destination, with open spaces, clean environment and safety – clearly on everyone’s minds these days. We’ll continue to offer more reasons for the visiting public to extend their stay with the resources available in our Visitor Information Center.

Provide optimum, full service visitor information/promotions in support of the City of Lakewood and surrounding area. We will continue to create print and digital publications, brochures and advertisements offering information addressing lodging, attractions, dining, tours and events, as well as on-line access to previously stated pieces on our web site.

The Chamber-operated Visitor Information Center will continue to ensure that we are the one-stop resource for out-of-town visitors 7 days a week (excluding federal holidays). Our Visitor Information Center located in the spacious lobby of the Chamber of Commerce is a true welcoming presence for the City of Lakewood.

The Chamber will produce an additional series of tourist destination videos and on-line drive tour itineraries to encourage out of town visitors to travel and overnight in Lakewood.

We will continue to work with Travel + Tacoma. As our regional “umbrella” organization, we collaborate with Travel + Tacoma, providing tourism promotional collaterals and brochures to include in the Tacoma Visitor Information Center, assist them with updates about local events and activities, as well as serve as a resource for local photography needs.

We will continue to assist with amateur sporting competitions in Lakewood. The Chamber can provide information on local dining, retail, attractions and lodging information for out-of-town participants to encourage spending in Lakewood.

The Chamber also supports and promotes activities and events through advertising, social media and posts of Lakewood Gardens, Thornewood Castle, Lakewood History Museum, Historic Fort Steilacoom, Lakewood Playhouse, our local parks, golf courses, gardens, lakes and more.

Metrics to measure success:

We will calculate local retail sales tax collected, as well as lodging tax receipts collected as our bottom line gauge. Detailed data is also made available by Travel + Tacoma. The latest figures by Dean Runyan show that travel spending in Lakewood exceeds \$93 million, providing more than 950 jobs. Local and state tax receipts total more than \$9.6 million. Average expenditures for a party of two, overnighting for two nights in Pierce County totals \$350 in revenue.

Target Market

People continue to prioritize and plan travel experiences. We are the ideal getaway for the Seattle/north, Spokane/east and Portland/south market. Close enough to drive to, but far enough that overnighting stays make sense. We'll continue promoting awareness of our local attractions, shopping and dining experiences through our social media and television ad campaign ~ as a safe, affordable place to visit ~ as well as the perfect central location for hub and spoke tours ~ encouraging visits and overnight stays. The Chamber is also establishing a higher degree of visibility online through efforts to increase our search engine optimization in users looking for tourist and meeting destinations in Washington State. We'll take advantage of any partnership opportunities with umbrella organization Travel + Tacoma that includes Familiarization Tours, purchasing ad space, as well as ensuring direct links are on our social media platforms.

Placement of our lure brochures and events calendars at Visitor Information Centers outside of our area will also enhance awareness and encourage visitations.

The Chamber will produce an additional series of tourist destination videos and on-line drive tour itineraries to encourage out of town visitors to travel and overnight in Lakewood .

Market Strategy

Create awareness of our local attractions, shopping and dining experiences through a series of tourist destination videos to be aired on numerous cable channels with companion, printable on-line drive tour itineraries to encourage out of town visitors to travel and overnight in Lakewood. Additionally, a social media campaign ~ promoting Lakewood affordable, family friendly and to overnight. The Chamber is also establishing a higher degree of visibility online through efforts to increase our search engine optimization in users looking for tourist and meeting destinations in Washington State on our web site. We will take advantage of any partnership opportunities with umbrella organization Travel + Tacoma that includes 2024 (tbd) Familiarization Tours, purchasing ad space, as well as ensuring direct links are on our social media platforms. Also assist Travel + Tacoma when bidding on upcoming amateur athletic events and tourism information to amateur athletes visiting Lakewood.

Local placement of our lure brochures and events calendars at Visitor Information Centers in our region will also enhance awareness and encourage visitations.

The Chamber produces a full color lure brochure/package highlighting Lakewood's attractions. Also included in the lure jacket is a brochure listing all accommodations in the city. Another insert lists local attractions and recreational opportunities. A dining/restaurant insert and quarterly events calendar are also included in the lure package.

Budget

Over the course of the year, given the cash allotted to the Marketing team, we expect to invest in the following items to ensure we meet the objectives outlined in this marketing plan:

Marketing Expense	Estimated Price
Marketing Promotion & Advertising	\$45,000
Administration/Operations	\$30,000
Personnel	\$37,000
Total	\$112,000.00

Marketing Channels

Over the course of [current year], we will launch/ramp up our use of the following channels for educating our customers, generating leads, and developing brand awareness:

Lakewood Lure Brochures

Designed to provide detailed tourist information to the traveling public, with quality full-color shell and 4 separate information brochures providing information on the following:

Lodging Guide – 15,000

Restaurant Guide – 15,000

Attractions Guide – 15,000

Events Calendar – 25,000

These handy 4” x 9” guides will be provided to tourists, meetings/conferences and sporting events attendees. They will also be provided to new military personnel at monthly JBLM Orientations (a required program – seeing an average of 500 newcomers monthly). The packets will also be provided at lodging establishments for their guests. All of the information is also available online on the Chamber’s website, along with downloadable drive tour itineraries.

Visit Lakewood Tourism Promotion Videos

Designed to promote and encourage visitations to Lakewood. Videos to be showcased on digital marketing platforms, as well as cable television commercials and Youtube, complemented by online, downloadable/printable drive tour itineraries.

Attractions/Services Inventory

Designed to provide “anything and everything” front line personnel are asked by the visiting public. From Antique Stores to Zip Lining, this annual information resource is updated and available on the Chamber’s website.

www.Lakewood-Chamber.org

The website is significantly more interactive than past years, providing google map/directions technology, a page for each member business, which provides space for photos and videos.

Plan to purchase ad space on the Lakewood Trip Advisor page created by Travel Tacoma to gauge the level of views and interest level for future promotional efforts. Ensuring direct links are mutually on our social media platforms with Travel+Tacoma.

<https://www.facebook.com/lakewoodchamber>

An efficient delivery system to provide followers with information on upcoming events, local attractions, restaurant and lodging information.

<https://twitter.com/LakewoodCofC>

An efficient delivery system to provide followers with information on upcoming events, local attractions, restaurant and lodging information.

Lakewood Chamber of Commerce

Lakewood Tourism & Event Promotion Services

Budget

Over the course of the year, given the cash allotted to the Marketing team, we expect to invest in the following items to ensure we meet the objectives outlined in this marketing plan:

Marketing Expense	Estimated Price
Marketing Promotion & Advertising <i>Full Color Lure Brochure with Inserts</i> <i>Website Updating/Maintenance</i> <i>Destination Marketing Videos</i> <i>Television Ads and Placement</i> <i>Drive Tour Itineraries</i> <i>Welcome Posters</i> <i>Lakewood Goodie Bags</i> <i>Digital & Social Media Promotions</i> <i>Interactive touch screen kiosk</i>	\$45,000
Administration/Operations <i>Visitor Information Center Rent</i> <i>Telephone</i> <i>Computer</i> <i>Copier</i>	\$30,000
Personnel <i>President/CEO Program Development</i> <i>Visitor Services Coordinator</i> <i>Visitor Information Center Front Line</i>	\$37,000
Total	\$112,000.00

1:37 PM
08/21/23
Cash Basis

Lakewood Chamber of Commerce
Balance Sheet
As of July 31, 2022

	Jul 31, 22
ASSETS	
Current Assets	
Checking/Savings	
Checking*	458.20
Money Market	37,427.36
Petty Cash	500.00
Total Checking/Savings	38,385.56
Accounts Receivable	
Accounts Receivable (Unpaid or unapplied customer invoices and credits)	-437.00
Total Accounts Receivable	-437.00
Total Current Assets	37,948.56
Fixed Assets	
Equipment	44,119.72
Furniture	2,414.42
Total Fixed Assets	46,534.14
TOTAL ASSETS	84,482.70
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Deposits and Prepaid	3,804.00
Direct Deposit Liabilities (Direct Deposit Liabilities)	-25.00
Payroll Liabilities	
940 Taxes Payable	29.75
941 Taxes Payable	4,030.82
Company Retirement Simple IRA (Company Paid Portion 3% up to \$7,000 Annually)	9.66
Employee Retirement Simple IRA (Employee Paid Retirement SEP)	143.60
HSA Employee Contribution (HSA Employee Contribution)	300.00
Labor & Industries	59.01
State Unemployment	198.50
Supplemental Insurance	-66.96
Payroll Liabilities - Other	301.41
Total Payroll Liabilities	5,005.79
Total Other Current Liabilities	8,784.79
Total Current Liabilities	8,784.79
Long Term Liabilities	
SBA Loan (12 month deferred payment. Term 30 years)	146,291.78
Total Long Term Liabilities	146,291.78
Total Liabilities	155,076.57
Equity	
Opening Balance Equity	25,421.19
Unrestricted Net Assets (Undistributed earnings of the corporation)	-42,824.57
Net Income	-53,190.49
Total Equity	-70,593.87
TOTAL LIABILITIES & EQUITY	84,482.70

223498
FILE NUMBER



DOMESTIC

STATE OF WASHINGTON | DEPARTMENT OF STATE

I, **A. LUDLOW KRAMER**, Secretary of State of the State of Washington and custodian of its seal,
hereby certify that

ARTICLES OF INCORPORATION

of LAKWOOD CHAMBER OF COMMERCE
a domestic corporation of Tacoma, Washington,

was filed for record in this office on this date, and I further certify that such Articles remain
on file in this office.

Filed at request of
Richard J. Kelley, Atty.
P. O. Box 3302
Lakewood Center
Tacoma, Washington 98499
NON-PROFIT

Filing and recording fee... \$ 20.00

License to June 30, 19... \$

Excess pages @ 25¢ \$

Microfilmed, Roll No. 1248

Page 200-205

In witness whereof I have signed and have
affixed the seal of the State of Washington to
this certificate at Olympia, the State Capitol,

September 12, 1972

A. LUDLOW KRAMER
SECRETARY OF STATE

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RECORDED SEP 19 1972
FILED

SEP 12 1972

A. LUDLOW KRAMER
SECRETARY OF STATE

ARTICLES OF INCORPORATION
OF
LAKEWOOD CHAMBER OF COMMERCE

I, the undersigned, acting as the incorporator of a Corporation under the provisions of the Washington Non-Profit Corporation Act (RCW 24.03), adopt the following Articles of Incorporation for such corporation:

ARTICLE I

The name of the corporation shall be LAKEWOOD CHAMBER OF COMMERCE.

ARTICLE II

The period of duration of the corporation shall be perpetual.

ARTICLE III

The purpose for which the corporation is organized is to promote and perpetuate the business, financial, manufacturing, professional, and civic interests of Western Pierce County, in the State of Washington.

ARTICLE IV

Internal affairs of the corporation shall be regulated by the Constitution and By-Laws of the corporation.

ARTICLE V

The address of the initial registered office of the corporation shall be 10123 Plaza Drive S.W., Tacoma, Washington 98499. The name of the initial registered agent of the corporation at such address shall be JAMES WALTER.

ARTICLE VI

The number of directors constituting the initial Board of Directors of the corporation shall be four (4). The number of directors shall be governed by the Constitution and By-Laws which shall not allow a number less than three (3).

The names and addresses of the persons who are to serve as the initial directors of the corporation are as follows:

President	JAMES WALTER	6015 Wildaire Road S.W. Tacoma, Washington
Vice-Pres.	EARL PARSONS	8405 Amber Drive S.W. Tacoma, Washington 98499
Secretary	FRANK JACOBS	625 North McCarver Tacoma, Washington 98403
Treasurer	MAX APPELGATE	4509 North Ferdinand Tacoma, Washington

ARTICLE VII

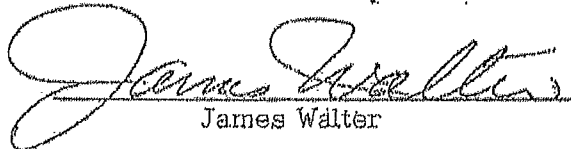
The name and address of the incorporator of the corporation is as follows:

JAMES WALTER	6015 Wildaire Road S.W. Tacoma, Washington
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ARTICLE VIII

Upon dissolution of this corporation, and after all obligations thereof have been satisfied, any remaining assets thereof shall, by resolution of the last Board of Directors, be distributed to any one or more non-profit charitable corporation or organization carrying on activities within the State of Washington.

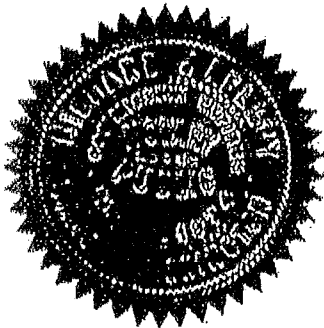
IN WITNESS WHEREOF, the incorporator hereinabove named has hereunto set his hand in triplicate this 2 day of September, 1972.

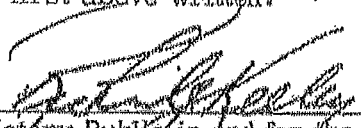

James Walter

STATE OF WASHINGTON)
) ss.
County of Pierce)

THIS IS TO CERTIFY that on this 7 day of September, 1972, there personally appeared before me JAMES WALTER known personally to me to be the person described in and who executed the foregoing Articles of Incorporation, and that he did acknowledge and declare to me that he executed the same freely and voluntarily for the uses and purposes therein mentioned.

IN WITNESS WHEREOF, I have hereunto set my hand and official seal, the day and year first above written.





Notary Public in and for the State of
Washington, residing at Tacoma.

STATEMENT OF DESIGNATION OF REGISTERED OFFICE

AND REGISTERED AGENT

To the Honorable A. Ludlow Kramer, the Secretary of State of the State of Washington:

Pursuant to the provisions of Revised Code of Washington 24.03.050, the LAKEWOOD CHAMBER OF COMMERCE, a Washington non-profit corporation, designated, by a resolution of its Board of Directors duly adopted on the 7th day of September, 1972; its registered office as follows: 10123 Plaza Drive S.W., City of Tacoma, County of Pierce, State of Washington, and its registered agent as follows: JAMES WALTER, said registered agent having a business office identical with said registered office.

This statement is accompanied by a copy of said designating resolution certified as true by FRANK JACOBS, the Secretary of said corporation.

Dated this 7th day of September, 1972.

LAKEWOOD CHAMBER OF COMMERCE

By Earl G. Parsons

Vice President

STATE OF WASHINGTON)

) ss.

County of Pierce)

EARL PARSONS, being first duly sworn upon oath deposes and says: That he is the Vice President of the LAKEWOOD CHAMBER OF COMMERCE, that he is authorized to and does make this verification for and on behalf of said corporation; that he has read the foregoing, knows the contents thereof and believes the same to be true.

Earl G. Parsons

Earl Parsons

SUBSCRIBED and SWORN to before me this 7th day of September, 1972.

Frank Jacobs
Notary Public in and for the State of
Washington, residing at Tacoma.

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RESOLUTION OF BOARD OF DIRECTORS

DESIGNATING REGISTERED OFFICE AND REGISTERED AGENT

WHEREAS under the provisions of Revised Code of Washington 24.03.050, the LAKEWOOD CHAMBER OF COMMERCE, a Washington non-profit corporation, is required to have and continuously maintain in the State of Washington a registered office and a registered agent, the latter to have an office identical with said registered office; and

WHEREAS said statutory provision requires that said registered office and registered agent be designated by a duly adopted resolution of the Board of Directors of said corporation; now, therefore,

IT IS RESOLVED by the Board of Directors of said corporation that the registered office of said corporation be, and it hereby is, designated as 10123 Plaza Drive S.W., City of Tacoma, County of Pierce, State of Washington.

IT IS FURTHER RESOLVED that the registered agent of said corporation be, and said agent hereby is, designated as JAMES WALTER, and that said registered agent is an individual residing in the State of Washington whose business office is identical with said registered office.

IT IS FURTHER RESOLVED that the Vice President of said corporation be, and he hereby is, directed to execute a verified statement of the aforesaid designation, and that the Secretary of said corporation be, and he hereby is, directed to certify as true this resolution and to file said verified statement and said certified resolution with the Secretary of State of the State of Washington.

DATED this 7th day of September, 1972.

THIS IS TO CERTIFY that the above is a true resolution of the Board of Directors of the LAKEWOOD CHAMBER OF COMMERCE.


Frank Jacobs, Secretary



Board of Directors Meeting Minutes
January 17, 2023
9:00 – 10:30 am
Zoom Meeting

Call to Order/Roll Call – Wolf, Cofchin, Faelnar, Larson, Cruz, Wheeler and Smith

Absent: Snyder

Additions/Deletions to the Agenda –
Chili Cook Off
SB 5236

Consent Agenda – Wolf called the meeting to order.

1. November, 2022 Board Meeting Minutes
2. November, 2022 Financial Reports
3. December, 2022 Financial Reports

Cofchin moved to accept the minutes and financial reports as submitted. Larson seconded approval. M/S/C.

Chair of the Board Report – Wolf suggested a coordinated afternoon to deliver the plaques to all recipients of *Business of the Month* for October – December. Board Members agreed to meet up on Wednesday, January 25th at 1:30 at AA Meats.

Wolf discussed putting together a *Bylaws Ad Hoc Committee* for annual review. Date scheduled was March 15, 1:30 p.m. at the Chamber office. Wolf, Larsen and Cofchin agreed to serve on the committee.

Board Blogs were discussed. Wolf reminded the Board, as business leaders of the Chamber, visibility is a benefit of volunteering. He encouraged them to share blogs from industry emails or to create content that would be of interest to the business community. Blogs can be uploaded to the Chamber website, as well as highlighted on the Chamber's weekly newsletter.

President's Report – Smith covered:

New Membership Rep, Nate Bergstedt accepted a position with the Chamber on a part-time basis. He will be working on commission with no base pay.

Smith met with staff from the Berk Group, a consulting firm hired by the *city of Lakewood* to update their **2024 Comprehensive Plan** that provides a list of planning goals for the city to focus on. There are several key updates in this process:

- Update to their energy & climate change chapter
- A missing middle housing analysis, which explores adding "middle housing" typologies (think duplexes, apartment cottages, mother-in-law units, etc).

- An update to the city's housing element
- A subarea plan for the Tillicum neighborhood

January 19 **General Membership Lunch** features Mark Harmsworth, WA Policy Center. February 9 is with John Caulfield, City Manager, "The State of Our City."

The **Chamber's Lodging Tax funding** proposals for tourism marketing/advertising and blue lights project were approved for 2023. Smith requested approval from the Board to apply for lodging tax grant monies for 2024. Wheeler moved and Faenar seconded approval for Smith to apply for 2024. M/S/C.

Smith will begin work on the **Spring/Summer digital Membership Directory & Visitor Guide**. Advertising is a critical component of the Chamber's non-dues revenue. She encouraged Board Members to advertise.

Smith reported the **Christmas Online Auction** netted \$7,200. Donations were significantly fewer than years past. She thanked the Board Members who followed through with their commitment to donate five items.

Smith thanked Faenar, Wheeler and Wolf for participating in **Nights of Blue Lights**. She concluded that the project is not growing as quickly as anticipated. Perhaps promoting it as a Lakewood "tradition" isn't the best way to move forward.

Warm Coat & Blanket Drive, Operation Santa Paws (pet food drive) and **Christmas Gift Bags** for the residents at Seeley Lake, Greater Lakes Mental Health, programs were successfully completed in December. Less giving this year from membership, although the general public stepped up in a bigger way with the coat drive.

SB 5236 was presented to the Board. After discussion, the Board opted to oppose SB 5236, which creates rigid nurse-to-patient ratios. This bill is similar to E2SHB 1868 from the 2022 legislative session, which passed the House. One crucial difference between last session and SB 5236 is instead of enacting ratios in statute, the bill directs the Department of Labor & Industries to set ratios through rulemaking. The ratios would be developed by Jan. 1, 2027, and hospitals would be required to follow them by July 1, 2027. Larson moved and Faenar seconded the motion to oppose the bill.

Smith also brought up **HB 1258**, a request for state to increase state tourism promotions and advertising funding. Because the bill was moving quickly in Olympia, a policy position was not taken on the matter. Brief Summary of Bill: Requires a one-to-one, instead of two-to-one, nonstate or state fund, other than state general fund, match for all expenditures from the Statewide Tourism Marketing Account. Increases the amount of revenue collected from the tax on the retail sales of lodging, car rentals, and restaurants that must be deposited into the Account from up to \$3 million per biennium to up to \$26 million. Smith requested Board Members contact their representatives if they felt inclined to support.

Smith will serve on a committee to interview for the **LPD's chief's** position to be filled in March.

The ad hoc group formed to discuss the **Chili Cook Off** presented several options to the Board. Because the McGavick Conference Center did not have any dates open that Smith requested, she recommended using another venue. The Elks Club is an option. The Board agreed that a lunch would be a bigger draw. Smith to investigate further.

Adjourned – Meeting adjourned at 10:38 a.m.

Lakewood Chamber of Commerce 2023-24 BOARD OF DIRECTORS

Tod Wolf, Chair

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10015 Gravelly Lake Dr SW
Lakewood, WA 98499
Ph - 253-584-0210
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Trudy Cofchin, Treasurer

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Michael Cruz

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Mike Larson

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Mike.larson@compass.com

Hailey Wheeler

Heritage Bank
10318 Gravelly Lake Dr SW
Lakewood, WA 98499
Ph – 253-588-9866



August 18, 2023

To whom it may concern:

As the 2022-23 Chair of the Board of the Lakewood Chamber of Commerce, I authorize Linda K. Smith, President/CEO, to contractually bind the Chamber with the City of Lakewood for Tourism and Event Promotion Services.

The only representative allowed to contract with the city is:

Linda K. Smith
President/CEO
Lakewood Chamber of Commerce
6310 Mount Tacoma Drive SW
Suite B
Lakewood, WA 98499
253-592-9400
lsmith@lakewood-wa.com

Sincerely,

A handwritten signature in black ink, appearing to read "Tod Wolf". The signature is fluid and cursive, with a large initial "T" and "W".

Tod Wolf
robi's Lakewood Camera Center + the Print Refinery
2022-23 Chair of the Board